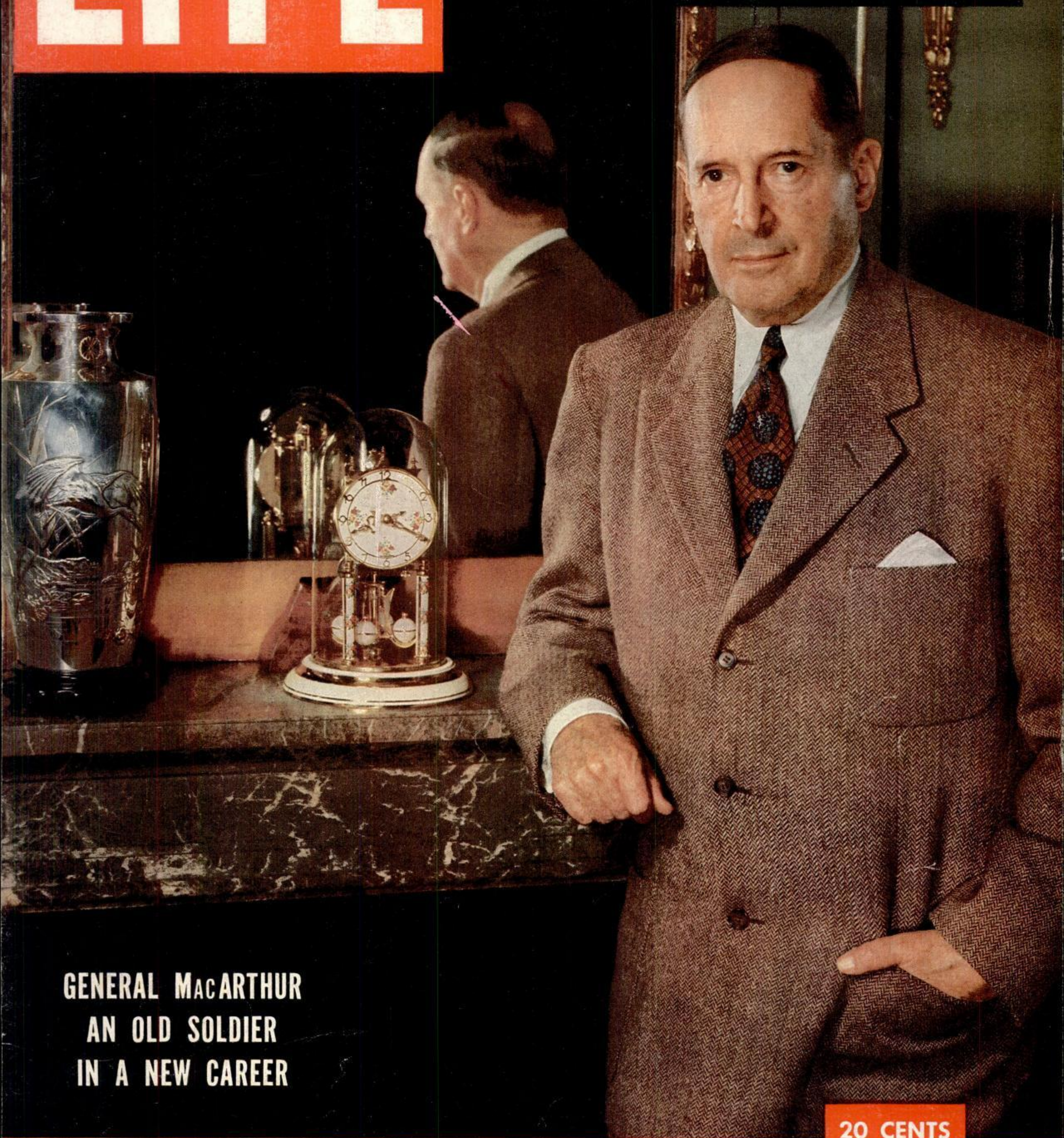


LIFE

THE MACARTHUR STORY

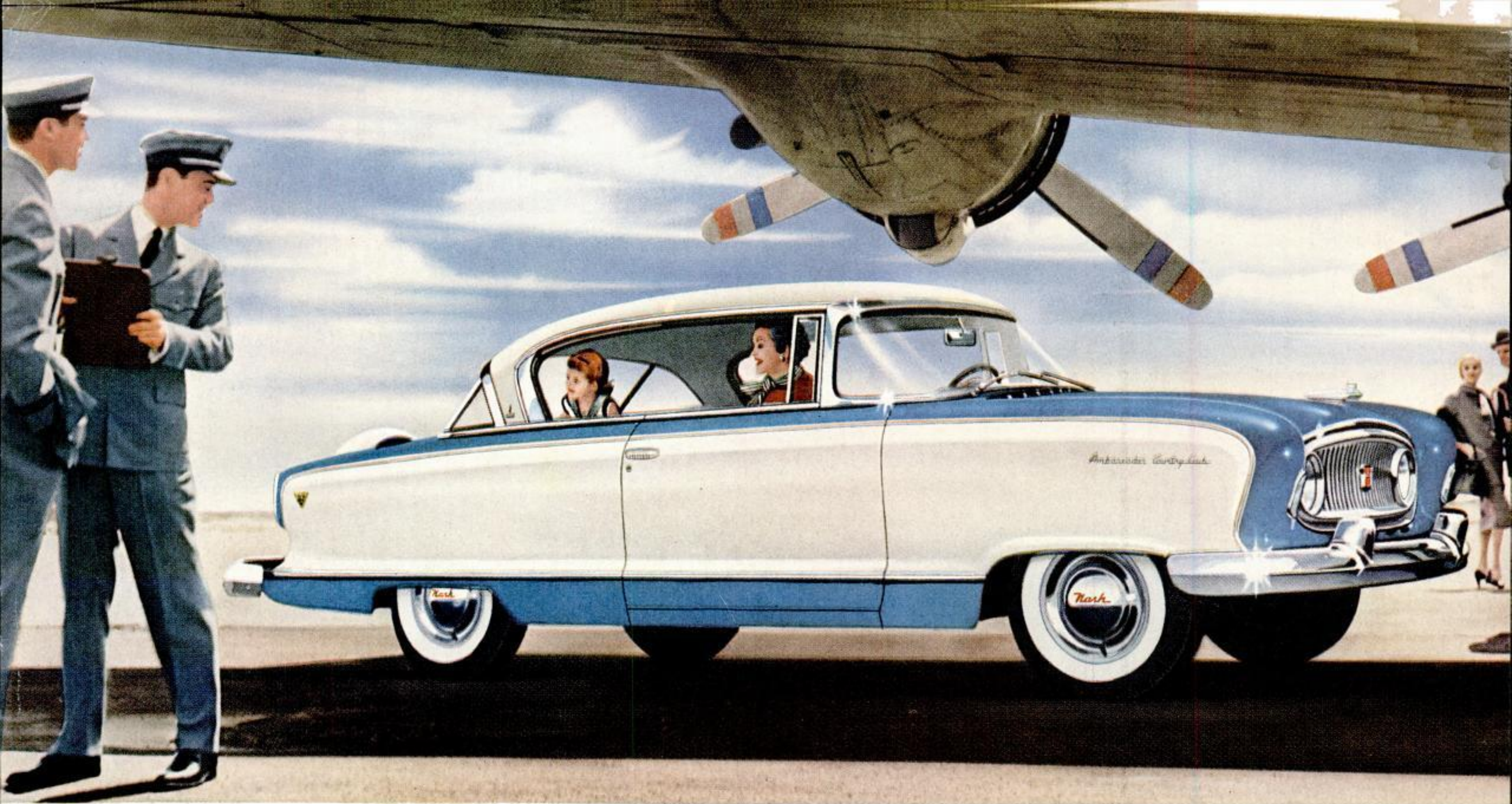
BEGINNING, HIS 'RENDEZVOUS WITH HISTORY,'
AN INTIMATE ACCOUNT BY HIS CLOSE CONFIDANT



GENERAL MACARTHUR
AN OLD SOLDIER
IN A NEW CAREER

20 CENTS

AUGUST 15, 1955



ENTIRELY DISTINCTIVE, THE SLEEK NEW NASH INTRODUCES MODERN AIRLINER CONSTRUCTION TO THE AMERICAN ROAD

NASH NOW TOPS 14 OF ALL 17 MAKES IN RESALE!



HIGHER RESALE because Nash *now* has features that millions want in their next car, such as Airliner Reclining Seats (standard in custom models) that make chaise longue, Twin Travel Beds.

Official! Nash Ambassador returns a higher percent of original cost than 14 of all 17 other makes—tops every one of the four largest-selling "Big 3" cars—according to latest (June) N.A.D.A. Official Used Car Guide.*

Yes, it's an entirely new value in motor cars. See how Nash, with its exclusive features, leads in everything you want. Widest windshield. Widest front seat. Most "room" inside. Latest, greatest V-8. Best, lowest-priced All-Season Air Conditioning System. Don't buy any car 'til you get the **FACTS** on resale from your Nash dealer.

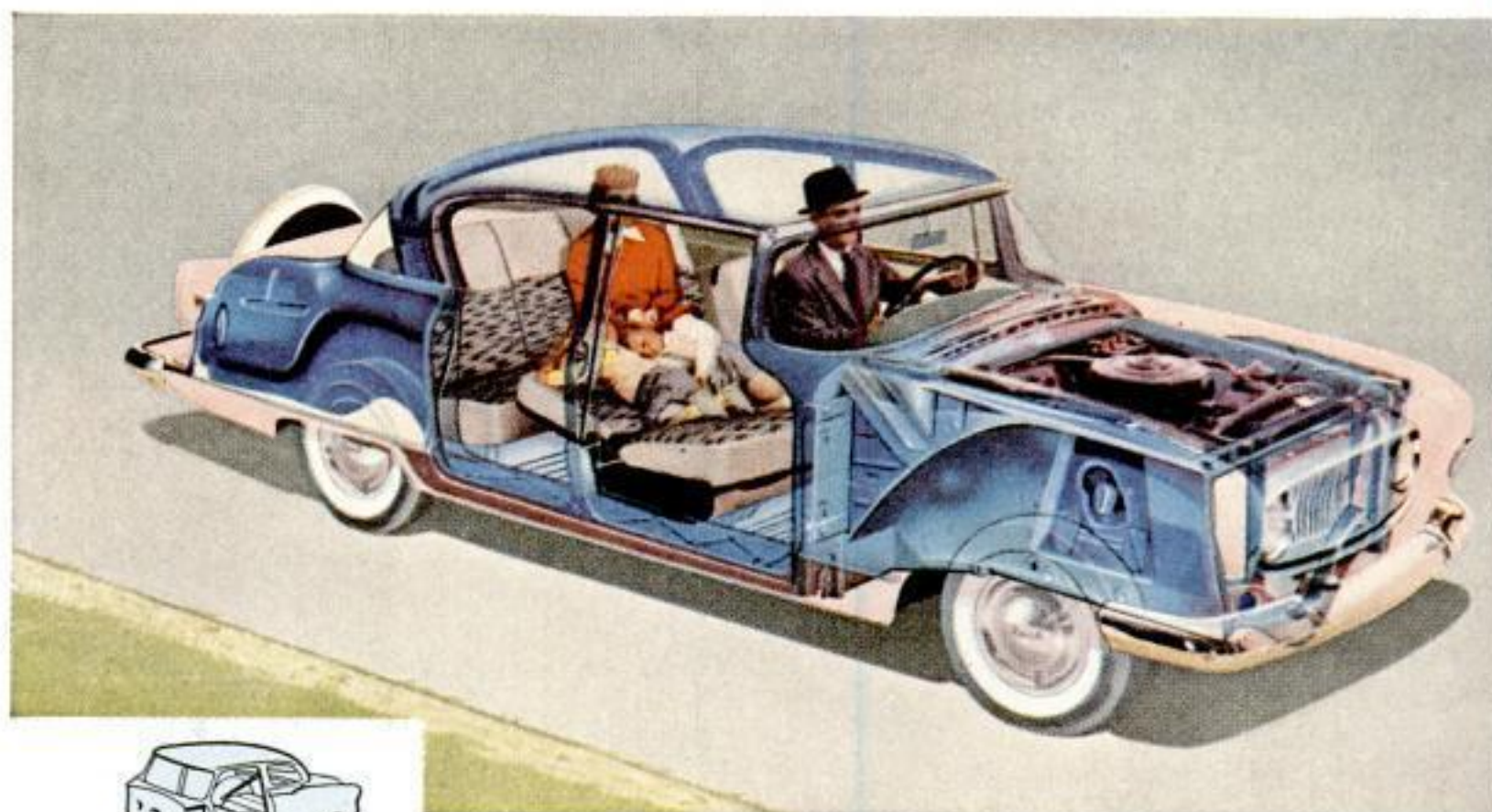
NASH DIVISION

American Motors Corp., Detroit 32, Michigan
American Motors Means More for Americans
—In Resale Value, Too!

RAMBLER RESALE NOW TOPS "ALL 3" LOW-PRICED CARS

*June 1955 issue, Official N.A.D.A. Used Car Guide; Nationwide average of 1954 lowest-price 4-door sedan models.

See Disneyland—big TV hit for all the family over ABC Network



Old Way

HIGHER RESALE because it delivers "Double Lifetime" service. Advanced over old-type separate body and frame (left), in Nash the all-welded Double Strength Single Unit Construction extends structural girders around passengers and engine for all-new safety, new strength, new quiet.



HIGHER RESALE! Air conditioned cars bring top resale price—and Nash has the world's finest, lowest-priced All-Season Air Conditioning. Drive cool, windows closed to dust, pollen.



HIGHER RESALE because Nash is so easy to handle. Now even easier to park with new sharper turning, revolutionary ball-and-needle bearing steering. Power Brakes, Power Steering, Power-Lift Windows are optional, extra.



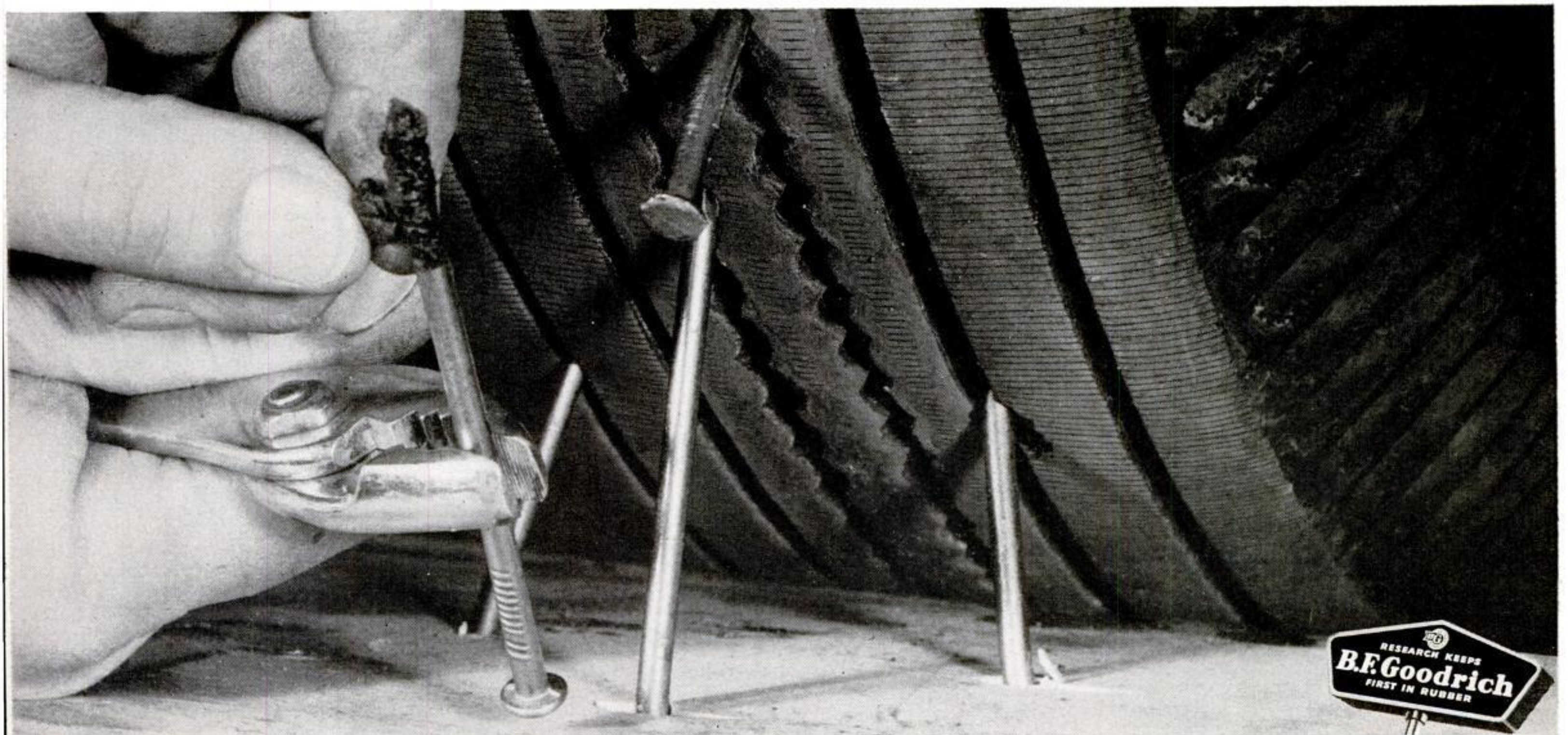
HIGHER RESALE because Nash gives the world's finest ride. New larger Deep Coil Springs cushion you 3 times better than old-style short springs on other cars. Braced out, like "sea-legs," they give you new safety on curves.



HIGHER RESALE because Nash engines are famous for efficiency. New "Sunday Punch" of 1955 Ambassador is a blazing new 208 H.P. Jetfire V-8. Also choice of 4 great Nash "6's".

B.F. Goodrich First in Tubeless

brings you the *POWER TIRES* for today's *POWER CARS*



LIFE-SAVER® Tubeless seals punctures permanently, nail in or out

MOST tubeless tires do *not* seal punctures permanently. The B. F. Goodrich LIFE-SAVER Tubeless *does*.

And it's specially designed to make the most of the new power steering, power brakes, power shift, power engines *by putting that power to work on the road*. LIFE-SAVER Tubeless gives added safety for power cars, is a safety *plus* for any car.

Unlike most tubeless tires, the B. F. Goodrich LIFE-SAVER Tubeless has a patented extra layer of puncture-sealing rubber under the tread. It gets an air-tight grip on a puncturing nail. When the nail is pulled, the sealant—shown on point of nail in photo above—plugs the hole, makes *permanent* repair.

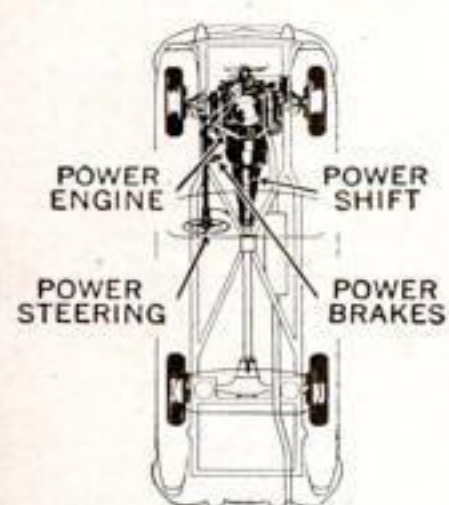
LIFE-SAVER Tubeless also defies skids and pro-

TECTS you against bruise-blowouts. It fits your standard wheels.

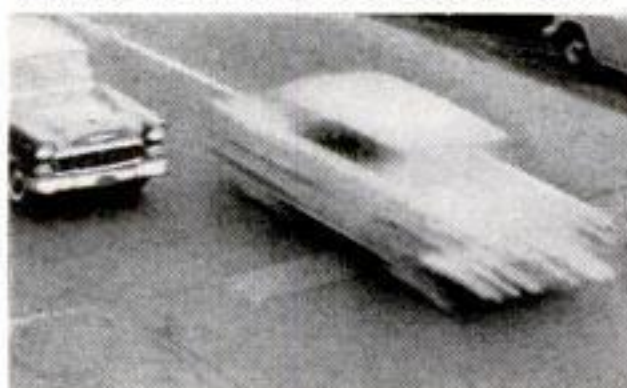
LIFE-SAVER Tubeless is the Power Tire for today's power cars. And it's made by the Inventor of Tubeless, B. F. Goodrich. Yet it costs only a little more than ordinary non-sealing tubeless tires.

Find your B. F. Goodrich retailer's name in the Yellow Pages under "Tires". Convenient terms.

ALL THIS POWER HERE:



NEEDS B. F. GOODRICH POWER TUBELESS TIRES TO PUT IT TO WORK ON THE ROAD:



FOR POWER STARTS—they take out the slip. With power shifts plus power engines, it's easy to spin your wheels on take-off. B. F. Goodrich Power Tubeless gives more *grip*, less slip on wet roads.



FOR POWER STOPS—they take out the skid. B. F. Goodrich Power Tubeless stop your car when power brakes stop your wheels. Power treads protect you against skids on skiddy pavement.



FOR POWER GO—they take out the bruise-blowout. Tires feel impacts power cars cushion. In B. F. Goodrich Power Tubeless, patented inner liner turns blow-outs to s-s-slowouts.



FOR POWER TURNS—they take out the squeal. Where power-steered turns make ordinary tires squeal, B. F. Goodrich Power Tubeless are quieter. They resist side-skid; give you better control.

TWO B. F. GOODRICH POWER TUBELESS TIRES: LIFE-SAVER seals punctures permanently; SAFETYLINER gives Tubeless safety at tire-and-tube cost

History and a great general

48



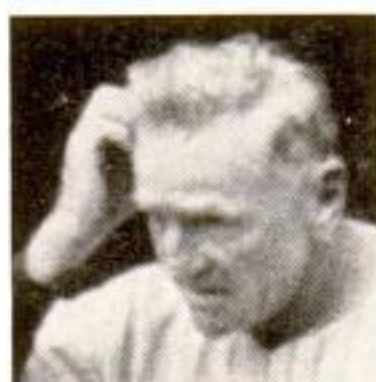
WITH AIDE WHITNEY BEHIND HIM, GENERAL MacARTHUR REVIEWS TROOPS

LIFE presents "MacArthur's Rendezvous with History," by the general's friend and aide Major General Courtney Whitney (U.S.A., ret.). In the first of four instalments Whitney tells of the hidden war in the Philippines which helped MacArthur keep his pledge: "I shall return."

Tight race for a pennant

21

Managers fret, players strain as White Sox, Yankees, Red Sox and Indians come down the stretch in a near tie for the American League pennant.



FRETFUL STENGEL

Disney dream world

39

Mechanical wildlife and whirling tea-cups throw youngsters into a tail-spin at Disneyland, the world's most lavish amusement park.



MECHANICAL HIPPO

The housewife's endless week

93



URGING ON THE FAMILY PROCESSION, GLORIA TWETEN GOES TO MARKET

"I don't ever wish I was something else . . . but there are times when I just wish I was away on a long trip," says Gloria Tweten, a member of the largest, hardest-working U.S. occupational group: the housewife.

COVER

General Douglas MacArthur stands in his Waldorf apartment in New York beside a rare vase, the gift of the emperor of Japan (see pp. 48-76). The old soldier is in a new career as board chairman of the \$484 million Sperry Rand Co.

THE WEEK'S EVENTS

- Four anxious men and a race: a taut American League race gives the fans all the excitement anyone could hope for 21
- Wide-open Galveston mocks Texas laws: LIFE's pictures show that sin is rampant despite talk of reform 26
- A bridge to freedom and to home: 11 U.S. fliers are released by Red China 28
- A Look at the World's Week 35
- A famous hop rehopped: two replicas of Blériot's plane duplicate his historic channel flight in 1909 46

EDITORIALS

- Light work in the heat
- Dirty work on the roads

PHOTOGRAPHIC ESSAY

- The 80-hour week: for Gloria Tweten a housewife's lot is hard but happy. Photographed for LIFE by Mark Kauffman 93

ARTICLE

- MacARTHUR'S RENDEZVOUS WITH HISTORY, by Major General Courtney Whitney (U.S.A., ret.): the first instalment of a revealing study by a close friend and confidant tells about the Philippines' hidden war and MacArthur's return. 48
- The war in the islands: a portfolio of war art recalls the history of the defense and reconquest of the Philippines 51

YOUTH

- Disneyland: Uncle Walt packs his new \$17 million amusement park with the stuff children's dreams are made on. Photographed for LIFE by Loomis Dean and Allan Grant 39

MOVIES

- The tale of two mothers' one son: "The Divided Heart" recalls a memorable LIFE story of the Yugoslav boy whose plight became a famous international case 79

SPORT

- Roughing it the soft way: rich Coloradans stay close to comfort as they ride the Rockies 85

MUSIC

- Strummin' up a banjo boom: after 25 years the instrument of minstrel show plinks and plunks its way back to favor 105

FASHION

- The British show a new snap: the U.S. buys the sleek fall styles of London's fashion renaissance 113

PARTY

- Happy houseful on the beach: girls entertain a spillover crowd 120

OTHER DEPARTMENTS

- Speaking of Pictures: doom for a devilfish 12
- Letters to the Editors 16
- Miscellany: after you, Alphonse 122

COPYRIGHT 1955 BY TIME INC. ALL RIGHTS RESERVED BY INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—H. FOSTER ENSMINGER

2—U.S. ARMY SIGNAL CORPS PHOTO—RALPH MORSE—LOOMIS DEAN—MARK KAUFFMAN
12, 13, 15—FOLCO QUILICI AND GIORGIO RAVELLI
16—ROSS MADDEN FROM B.S.
18—UNITED ARTISTS
21—LT. RALPH MORSE; RT. FRANCIS MILLER
22—LT. FRANCIS MILLER; RT. RALPH MORSE—FRANCIS MILLER
23—RALPH MORSE EXC. BOT. RT. U.P.
24—FRANCIS MILLER—RALPH MORSE
25—RALPH MORSE
26, 27—LT. DOLORES GIFFORD FROM TEXAS PRESS SERVICE. NO CREDIT—THE HOUSTON PRESS—JOE SCHERSCHER; CEN. JOE SCHERSCHER; RT. JOE SCHERSCHER
28, 29—SUNNY PAN FOR PANASIA EXC. T. RT. YVES DE BRAINE
30, 31—LT. GREY VILLET—CLYDE M. PETERSEN; CEN. LOUIS STETTNER, ROBERT W. KELLEY—DON CRAVENS; RT. ROBERT W. KELLEY
35—VERNER REED, SOL STUDNA FOR KANSAS CITY STAR—U.P.
36, 37—LT. A.P.—COMBINE; RT. BIRNBACK PUBLISHING SERVICE
39—ALLAN GRANT
40, 41, 42—LOOMIS DEAN
46—JOHN SADOVY EXC. BOT. ARTHUR BARRETT
48—U.S. ARMY SIGNAL CORPS PHOTO

50—U.S. ARMY SIGNAL CORPS PHOTO—ATHOL SMITH FROM PIX
51—HORACE BRISTOL
52, 53—LT. KEN SCHMID STUDIOS INC., COURTESY UNITED STATES AIR FORCE MUSEUM; RT. HERBERT ORTH
54, 55—HERBERT ORTH COURTESY MAJ. GENERAL COURTNEY WHITNEY EXC. CEN. HENRY BEVILLE, U.S. NAVY
56, 57—HENRY BEVILLE, DEPARTMENT OF THE ARMY, HENRY BEVILLE, U.S. NAVY—KEN SCHMID STUDIOS INC., COURTESY CHRYSLER CORP., DETROIT
59—OFFICIAL U.S. NAVY PHOTO, W. EUGENE SMITH
60, 61—MAP BY RAFAEL D. PALACIOS—CHICK PARSONS
62—U.S. ARMY SIGNAL CORPS PHOTO
67—COURTESY MAJ. GENERAL COURTNEY WHITNEY
68—MAPS BY ELMER SMITH
70—U.P.
75, 76—CARL MYDANS
79—LT. GERD BAATZ—JUGO-FOTO; RT. MICHAEL BALCON PRODUCTION
80—ROY ROWAN—MICHAEL BALCON PRODUCTION—RALPH CRANE—MICHAEL BALCON PRODUCTION
82—SIMONIC VLADO-VLASTIA
85 THROUGH 91—CARL IWASAKI
105—JAY LEVITON FROM B.S.
106—MICHAEL ROUGIER—PAUL SCHUTZER—VERNER REED
108—ROBERT W. KELLEY—EDMUND Y. LEE
113 THROUGH 119—MARK SHAW
120, 121—ROBERT PHILLIPS FROM B.S.
122—© JYTTE BJERREGAARD

ABBREVIATIONS: BOT., BOTTOM; ©, COPYRIGHT; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE PUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.



A LIGHT IN THE DARK—More and more outdoor telephone booths are being placed at convenient locations. They are available for service 24 hours a day. They supplement the hundreds of thousands of telephone booths in buildings, stores, hotels, gas stations, airports, railroad stations and bus terminals.

Brother to the Phones at Home

No matter where you go, you are never far from a public telephone. North, south, east and west, they are conveniently located to serve you.

They are all brothers to the telephones in your home or office and connected in a nationwide family. From them you can call any one of fifty million other telephones nearby or across the country...and thirty-five million in other countries.

So the next time something comes up when you are away from your home or business—or you're thinking of someone who would like to hear your voice—just step in a convenient telephone booth and call.

You can travel far in a few minutes—save steps, time and money—and get things settled while they're fresh on your mind.

BELL TELEPHONE SYSTEM
"It means so much to keep in touch"



This One



14FL-7UN-55R3

Copyrighted material

YOU CAN RELAX . . . THIS IS

ARNEL[†]

TRIACETATE

Arnel with rayon. Celanese' remarkable new ease-of-care fiber, Arnel, makes news in these college-smart flannels. Thanks to Arnel they can be hand-washed without loss of pleats; keep their size and shape; need but little ironing; are amazingly wrinkle-resistant, even in dampest weather. Look for Celanese tag that says "You can relax, this is Arnel" on more and more important fabrics, starting this season.

KORET OF CALIFORNIA tailors a whole collection of flannel separates of Arnel and rayon in sizes 10 to 18. Shown: an overblouse, about \$10; Bermuda shorts, about \$7; the box-pleated skirt, about \$11.

FLANNEL BY BURLINGTON MILLS: 75% Celanese* Arnel, 25% rayon; Bryn Mawr brown, Smith oxford, Vassar green.

AT THESE STORES: Best & Company, New York; Abraham & Straus, Brooklyn; Gimbels, Philadelphia; The Rollins Co., Detroit; Olds & King, Portland, Ore.; Haggarty's, Los Angeles. †Trademark *Reg. U. S. Pat. Off.





AN ORIGINAL PAINTING FOR FRISKIES BY JAMES BINGHAM (FOR A FULL-COLOR REPRINT SUITABLE FOR FRAMING, SEND 10 CENTS AND ONE FRISKIES LABEL TO FRISKIES, BOX 525, HOLLYWOOD 28, CALIF.)

The friskiest member of the family thrives on Friskies

Friskies provides up to twice the nourishment of low-quality dog foods

Some canned dog foods may fill without fully nourishing...*no matter how much your dog may eat!* Canned Friskies is a complete diet containing every food element dogs are known to need...up to twice as much nourishment per can as low-quality dog foods. The principal ingredient in Friskies is *real* meat, inspected and certified horse meat. Every can is prepared to the high standards of the CARNATION COMPANY and the U. S. Government.



Only a canned dog food that fully nourishes can bear this U.S. Govt. Seal

ALBERS MILLING CO., DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIFORNIA



FOR VARIETY, FEED
CARNATION-QUALITY
FRISKIES MEAL



Just out—NEW 5-lb. box.
Also in 2-lb.,
25-lb. and 50-lb. sizes.

©OPR. 1955, ALBERS MILLING CO.



It's the Hardtop with 4 Doors!

Another big reason for Buick's soaring sales is the 4-Door Riviera — the new hit in hardtops that's taking the country by storm. The "Convertible" look — but with separate doors for rear-seat passengers. Shown here in the high-powered CENTURY model — also available in the low-price SPECIAL Series. Both now in volume production to insure prompt deliveries.

When it's your will — you're away!

(Variable Pitch Dynaflow
is taking the country by storm!)*

It happens that quick.

The need comes up, your foot goes down — and you get full power go-ahead in the split of a second.

That's what people by the hundreds of thousands are discovering about Buick's spectacular Variable Pitch Dynaflow...

That it's a great new kind of thrill never known before in an automobile...

That it's really a leaf taken right from the modern plane's variable pitch propeller...

That you drive and cruise with far better gas mileage—like a pilot does aloft...

And that just by pressing the pedal way down, you switch the pitch of Dynaflow's propeller-like blades for instant getaway response or safety-surge acceleration when the need arises—as a pilot does for take-off and climb.

Surely, you ought to try this sensational transmission that *Motor Life Magazine* says is "three blocks ahead of the rest of the industry."

You ought to try what goes with it, too—brilliant

new V8 power raised to record highs—the soft and solid steadiness of Buick's all-coil-spring ride—the lift and sparkle and comfort that come of Buick styling, Buick luxury, Buick size and structure and handling ease.

And most certainly you ought to look into the "great buy" prices that are helping Buick sales soar to all-time best-seller highs.

Drop in for a visit with us this week to check things for yourself—and to see how Buick's biggest year permits the biggest trade-in allowances ever.

* Variable Pitch Dynaflow is the only Dynaflow Buick builds today. It is standard on ROADMASTER, optional at modest extra cost on other Series.

When better automobiles are built Buick will build them

Thrill of the year is Buick

SEE YOUR BUICK DEALER

Copyrighted material

**I WANT FREE INFORMATION
ABOUT THE MONY POLICY
THAT GUARANTEES ME
A RETIREMENT INCOME** and
meanwhile gives insurance protection to my family.

Name _____
Address _____
City _____ County or Zone _____ State _____
Occupation _____ Date of Birth _____

Mutual Of New York, Dept. L-85
Broadway at 55th Street, New York 19, N. Y.

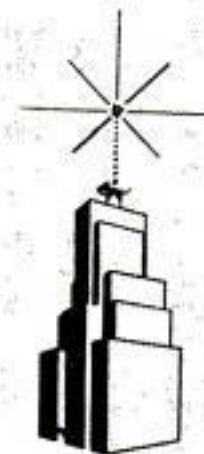
**Mail this coupon now
... if you want to take it easy later**

You could outlive your savings—but
you can't outlive the regular monthly income from a
MONY Retirement Policy, because with this policy
your monthly checks will come in as long as you live.

If you should die before retirement age, your
family would collect the full amount of your policy.

So, a MONY Retirement Policy does
double duty—it provides you money to retire on and
provides protection for your family from the
very day you have your policy!

**Take the first step toward your
retirement—mail the coupon now!**



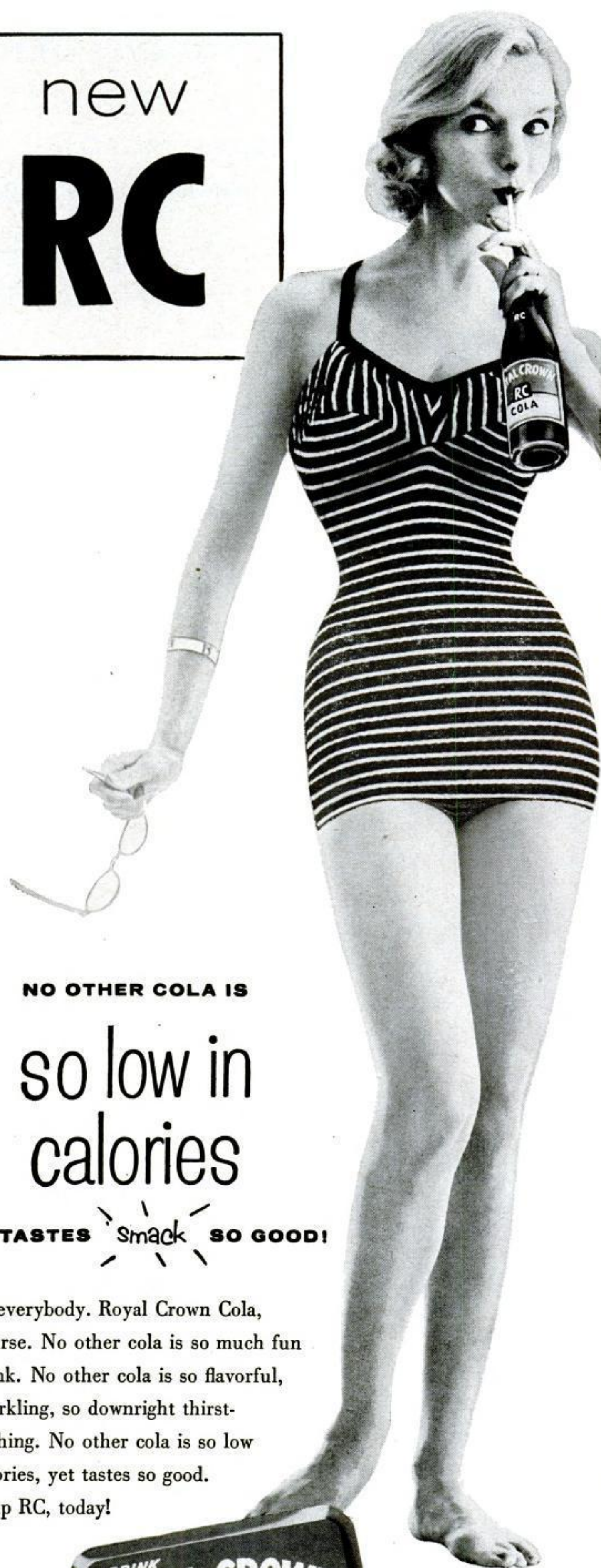
MUTUAL OF NEW YORK
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

Life Insurance—Accident and Sickness—Hospitalization—
Retirement Plans...for individuals and employee groups.

MONY today means **MONEY** tomorrow!



new
RC



NO OTHER COLA IS

so low in
calories

YET TASTES *Smack* SO GOOD!

Suits everybody. Royal Crown Cola,
of course. No other cola is so much fun
to drink. No other cola is so flavorful,
so sparkling, so downright thirst-
quenching. No other cola is so low
in calories, yet tastes so good.
Pick up RC, today!



2 FULL GLASSES in the BIG RC bottle!

LIFE

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen

MANAGING EDITOR
Edward K. Thompson

DEPUTY MANAGING EDITOR
Robert T. Elson

ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt

John K. Jessup... CHIEF EDITORIAL WRITER
Charles Tudor... ART DIRECTOR
Joseph Kastner... COPY EDITOR
Marian A. MacPhail... CHIEF OF RESEARCH
Ray Mackland... PICTURE EDITOR
Hugh Moffett... NATIONAL AFFAIRS
Gene Farmer... FOREIGN NEWS
William Jay Gold... ARTICLES
Kenneth MacLeish, } ASSISTANTS TO THE
Donald Bermingham } MANAGING EDITOR

STAFF WRITERS: Herbert Brean, Roger
Butterfield, Robert Coughlan, Emmet
Hughes, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-
White, Edward Clark, Ralph Crane, Loomis
Dean, John Dominis, David Douglas Dun-
can, Alfred Eisenstaedt, Eliot Elisofon,
J. R. Eyerman, N. R. Farberman, Andreas
Feininger, Albert Fenn, Fritz Goro, Allan
Grant, Yale Joel, Robert W. Kelley, Dmitri
Kessel, Wallace Kirkland, Nina Leen,
Thomas McAvoy, Leonard McCombe, Fran-
cis Miller, Ralph Morse, Carl Mydans, Gor-
don Parks, Michael Rougier, Walter San-
ders, Frank J. Scherschel, Joe Scherschel,
George Silk, George Skadding, Howard
Sochurek, Peter Stackpole, Grey Villet,
Hank Walker.

ASSISTANT PICTURE EDITORS: Frank Cam-
pion, Landon Knight.
FILM EDITORS: Margaret Sargent, Nancy
Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Ralph Graves, Wil-
liam P. Gray, Mary Hamman, John Jenkis-
son, Sally Kirkland, William Miller, Tom
Prideaux, Marshall Smith, Claude Stanush,
A. B. C. Whipple.

ASSISTANT EDITORS: William Brinkley,
Earl Brown, Robert Campbell, Charles
Champlin, Robert Drew, Terry Drucker,
Lee Eitington, Nancy Genet, Muriel Hall,
Enno Hobbing, William Houseman, Ed-
ward Kern, William Knapp, Mary Leather-
bee, Scot Leavitt, James Lipscomb, John
Luter, Eleanor Parish, Joseph Roddy, Nor-
man Ross, Don Schanche, David Scherman,
Dorothy Seiberling, George Shiras, Mary
Lou Skinner, David Snell, John Stanton,
Margit Varga, Valerie Vondermuhll, War-
ren Young, David Zeitlin.

REPORTERS: Richard Anthony, Elizabeth
Baker, Mary Elizabeth Barber, Margaret
Bassett, Patricia Blake, Peter Bunzel,
Margery Byers, Helen Carlton, Barbara
Dawson, Anne Denny, Laura Ecker, Tadd
Fisher, James Goode, Gerry Gruen, Kath-
leen Hampton, Terry Harnan, Robin Hins-
dale, Judith Holden, Grayce Horan, Monica
Horne, Patricia Hunt, Nancy King, Ruth
Lynam, Robert Mason, George McCue,
Joann McQuiston, Jane Nelson, Loretta
Nelson, Susan Neuberger, Clara Nicolai,
Sheila O'Connor, Patsy Parkin, Maya
Pines, Henriette Roosenburg, Marjorie
Runyon, Jane Scholl, Virginia Shevlin,
Kathleen Shortall, Jeanne Stahl, Marion
Steinmann, Richard Stolley, Tatiana Strage,
Jean Strong, Lucy Thomas, Alice Thompson,
William Trombley, Thomas Wheeler, Mar-
garet Williams, Jane Wilson, Sharon Work-
man, Caroline Zinsser.

COPY READERS: Helen Deuell (Chief),
Dorothy Illson, Barbara Fuller, Virginia
Sadler, Suzanne Seixas, Marguerite Toole,
Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-
sistant Art Directors), William Gallagher,
Hilde Adelsberger, Matt Greene, Earle
Kersh, Albert Ketchum, Anthony Sodaro,
Richard Valdati, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief),
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.
Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),
Doris O'Neil, Phyllis Sternau.

U.S. & CANADIAN NEWS SERVICE: Law-
rence Laybourne (Chief of Correspondents),
Irene Saint, Tom Carmichael, Helen Fen-
nell, William Pain. BUREAUS—WASHINGTON:
James Shepley, Oliver Allen, Mary Cad-
walader, Clay Felker, William Goolrick Jr.,
Will Lang; CHICAGO: T. George Harris, Roy
Rowan, Jane Estes, Dora Jane Hamblin,
Bayard Hooper, Richard Meryman Jr.;
LOS ANGELES: Barron Beshoar, Loudon
Wainwright, Shana Alexander, Philip Kun-
hardt Jr., James Lebenthal, Robert Morse,
Frank Pierson; ATLANTA: William Howland,
Marshall Lumsden; BOSTON: William John-
son, Wilbur Jarvis; DALLAS: Frank McCul-
loch, Henry Suydam Jr.; HOUSTON: Willard
Rappleye Jr.; DENVER: Ed Ogle, Robert
Ajemian; DETROIT: Fred Collins, Leon
Jaroff; SAN FRANCISCO: Richard Pollard,
John Porter; SEATTLE: Robert Schulman,
Robert Shnayerson; OTTAWA: Serrell Hill-
man, Harry Johnston; MONTREAL: Byron
Riggan; TORONTO: Robert W. Glasgow.

FOREIGN NEWS SERVICE: Manfred Gott-
fried (Chief of Correspondents), John Boyle,
George Caturani. BUREAUS—LONDON: Andre
Laguerre, Donald Burke, Beatrice Dobie,
John Mulliken; PARIS: Frank White, John
Thorne, Timothy Foote, Mathilde Cama-
cho, Gabrielle Smith; BONN: James Bell,
John Dille; ROME: Robert Neville, Milton
Orshesky; MADRID: Thomas Dozier; JO-
HANNESBURG: Edward Hughes; MIDDLE
EAST: Keith Wheeler; NEW DELHI: James
Burke, Alexander Campbell; SINGAPORE:
Dwight Martin, Donald Wilson, John
Mecklin; TOKYO: Curtis Prendergast,
James Greenfield; MEXICO CITY: David
Richardson; GUATEMALA CITY: Harvey
Rosenhouse; RIO DE JANEIRO: Piero Sa-
poriti; BUENOS AIRES: Philip Payne.

PUBLISHER..... Andrew Heiskell
ADVERTISING DIRECTOR... Clay Buckhout

Look like a Million
for \$1⁰⁰ in

SIMULATED

Duchess
PEARLS

Marvel at these expensive looking,
lustrously lovely, rhinestone-clasped
simulated **Duchess Pearls**... with
an elegant Lustre-Dip glow,
exclusively our secret. These
magnificent necklaces can be
yours for only \$1 each, plus tax.

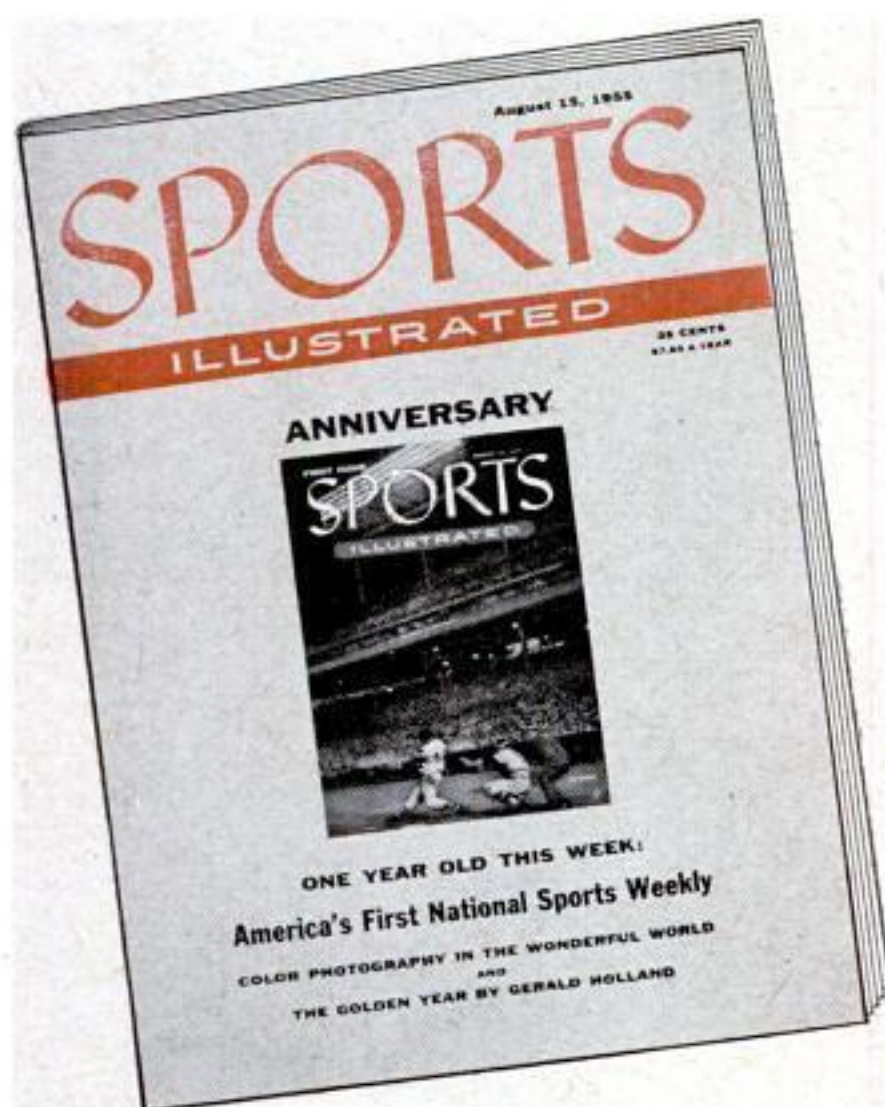
At your favorite store.



H & S ORIGINALS, INC., 48 WEST 37 ST., NEW YORK

26 MILLION MAGAZINES LATER

IN THE WONDERFUL WORLD OF SPORT...



A YEAR AGO this day, SPORTS ILLUSTRATED's staff was happily relaxed. With Paul O'Neil's brilliant reporting of the now-famous Vancouver Mile as its lead story, the first issue of the new magazine had gone to press.

We had already spent a full year preparing for that first issue, studying and researching and watching sports from every angle. Many of us had been in the sports reporting business a long time. We had seen a lot of records broken, rookies made into stars, games won and lost. We had followed the hunting trails and scouted the fishing grounds. Even so, after the experimental year of taking a new long look at sports, we were wide-eyed at all there was still to see. We came up from our record books and trial runs and called it "the wonderful world of sport."

Maybe we were naïve. But the truth was we had just discovered an important part of life.

Now we've had our first publishing year with sports, four full seasons. A lot of things happened: five milers broke the four-minute barrier; the Davis Cup came home from Australia; the Dodgers ran up the longest string of opening-season wins in major league history; an unknown pro from Iowa defeated mighty Ben Hogan in the Open; for the second time in 81 years, a California-bred horse won the Kentucky Derby; the world's highest mountains were falling like tenpins.

It was a golden year to launch America's first national sports weekly.

The goals we set for SPORTS ILLUSTRATED

These were the goals we set for ourselves at SPORTS ILLUSTRATED's beginning:

to cover all sports; to turn to the world of sports the talents of the best writers and the best photographers; to find in every sport not only the enduring essentials of human achievement, but the exuberance, color, and quiet pleasure of sports; above all, to be authoritative.

In this year that has now passed, SPORTS ILLUSTRATED has covered some 95 sports. Among them—golf, written to the satisfaction of **BOBBY JONES**, who told us so . . . boxing, to the satisfaction of **JACK DEMPSEY**; he told us so . . . track and field, to the satisfaction of **ROGER BANNISTER**; he let us know . . . baseball, to the satisfaction of the father of the modern game, **BRANCH RICKEY**; he sent us a letter saying so.

PAUL GALLICO (who had written "Farewell to Sport") said hello to sports again and for us has written as of old on fencing, fishing and cricket. Nobel and Pulitzer Prize winner **WILLIAM FAULKNER** has covered hockey and the Kentucky Derby. **JOHN P. MARQUAND**, another Pulitzer Prize winner, began his series on country clubs early this summer.

BUDD SCHULBERG, winner of an Academy Award for "On the Waterfront," writes regularly of boxing (and in part tribute to his SPORTS ILLUSTRATED articles was given Notre Dame's 1955 Bengal Bouts Award as "the man who had done most for boxing in the past year"). Still another Pulitzer Prize writer, **JOHN STEINBECK**, has written about fishing. **HERBERT WARREN WIND**, called by those who know the most sensitive and literate golf writer the game has ever had, is SPORTS ILLUSTRATED's golf authority.

Staff photographers **HY PESKIN** (who has won more prizes for sports photography than any other cameraman in the country),

(Continued on next page)



William Faulkner (left) was covering the Kentucky Derby for SPORTS ILLUSTRATED (SI, May 16) when the news reached him that he had won the year's Pulitzer Prize.

Staff Writer Coles Pinizy reclines on the collapsed free balloon in which he has just plummeted from 4,200 feet. (SI, Nov. 22)



Associate Editor Paul O'Neil stays close to his subject as **Ezzard Charles** meets the press.

Advertisement

(Continued from previous page)

MARK KAUFFMAN (winner of the White House News Photographers Association spot news award last year), and **RICHARD MEEK** (whose color picture of jockey silks has already become a sports classic) have added to their reputation as three of the finest in the business.

SPORTS ILLUSTRATED's very first story, **O'NEIL'S** account of the Vancouver Mile, was selected for the famous annual, *Best Sports Stories 1955*; and **GERALD HOLLAND'S** long-range survey of sports, "The Golden Age Is Now," was made required reading by Ohio State University for its physical education students.

SI has devised solid journalistic inventions and innovations such as Conversation Piece, Spectacle, Preview, Yesterday, Scouting Report, Pat on the Back and You Should Know to sharpen the week's news. Taken altogether, they provide a new vantage point from which to view the whole thrilling sports panorama.

And finally, for **SPORTS ILLUSTRATED**, sports experts have become writers—and contributed the authority of the years they have devoted to their fields—for example, **HERMAN HICKMAN** and **OTTO GRAHAM** on football; **EDDIE ARCARO** on racing; **BILLY TALBERT** and **SARAH PALFREY** on tennis; **TENZING**, **CHARLES EVANS**, and **DR. CHARLES HOUSTON** on mountain climbing; **PAUL RICHARDS**, **RED SMITH**, **FRANK FRISCH** on baseball . . .

How "The Wonderful World of Sport" looks to one reader

How much our readers think of **SPORTS ILLUSTRATED** is evident in the department known as The 19th Hole, certainly the liveliest letters-to-the-editor section in any magazine.

It has been a true test of the way **SPORTS ILLUSTRATED** has tapped not one, but many appeals to people whose hearts lie in sports, for one or for many reasons. They tell us it seems incredible that **SPORTS ILLUSTRATED** hasn't already been around as long as sports themselves, and we don't mind confessing that their letters have given us some of the happiest moments of the year.

Out of all the words our readers have written to and about **SPORTS ILLUSTRATED**, probably none have said so well what this magazine has meant to the sports world as these from a gentleman in Alabama:

"Although we are original subscribers to **SPORTS ILLUSTRATED** at our house, I have resisted writing down my thoughts about the magazine, or should I say one aspect of it, until now . . .

"Your phrase, 'The Wonderful World of Sport,' is to me the finest possible description of your magazine. It catches the eye, it conveys so many things, and it can be interpreted in so many ways that I can no longer resist telling you what it means to me.

"I recall—when I was 11, I believe it was—that my Dad got me and my older brother out of bed at 4 o'clock in the morning. We put on four pairs of socks, heavy underwear, at least two shirts, a couple of sweaters, and coveralls, plus a stocking cap. We poured scalding hot water on the manifold and cranked up the old Ford for a 12-mile ride to a little slough where we knew the mallards would be feeding.

"The wonderful world of sport means getting up before daylight in the little town I lived in, and hurrying down to the tennis courts, and sitting on the court until daylight to be sure we'd have a court to play on.

"It means a basket in the backyard where all the neighborhood kids came before and after school and all day Saturday and Sunday. It means a box of magazines in the basement where we could shoot the rifle. It means football—first touch, then tackle, and then touch again. It means pole-vaulting with a broken javelin shaft when I weighed 60 pounds. It means sports idols, band music, cheering crowds, walking miles to play . . .

"Some people would say people my age are over the hill, even though we still compete in golf, tennis, bowling, fishing, hunting. But a true sportsman is never over the hill if he really believes in what you so rightfully call 'The Wonderful World of Sport.' It is truly just that—a wonderful world of sport."

As **SPORTS ILLUSTRATED** goes into its second year, we couldn't agree more. Perhaps we're just one year less naïve, but we're surer than ever that it's indeed a wonderful world.

Sidney H. James

Managing Editor
SPORTS ILLUSTRATED



Photographer Richard Meek uses ladder to get a few feet closer for a shot of pole vaulting form at the IC-4A meet.



Photographer Hy Peskin (left) wades an icy stream with camera and two friends while covering an Alaskan Bear Hunt. (SI, May 23)



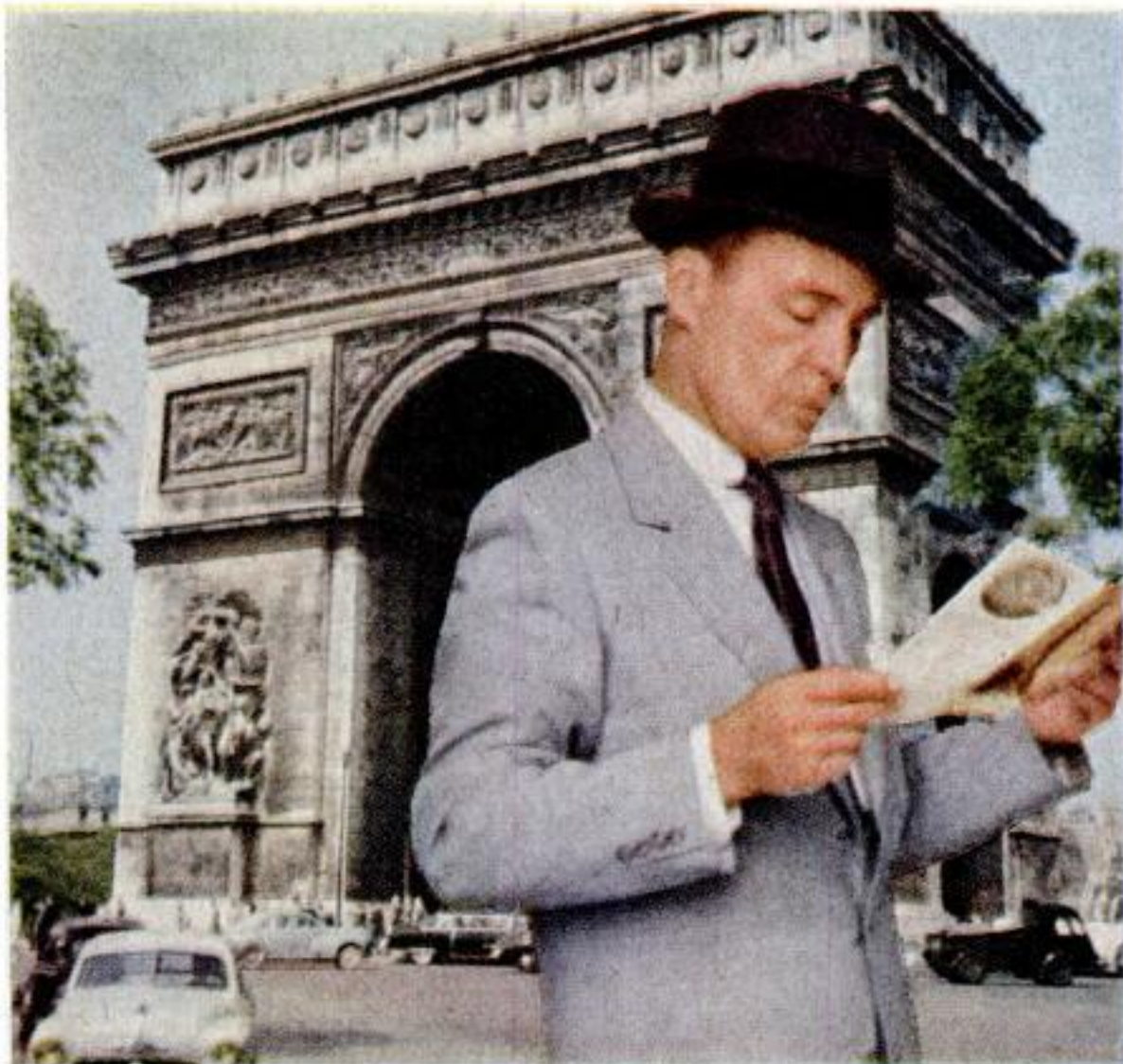
SI Reporter Virginia Kraft with Generalissimo Franco and aides when she covered his *monteria*, a boar and deer hunt in the grand manner. (SI, May 2)



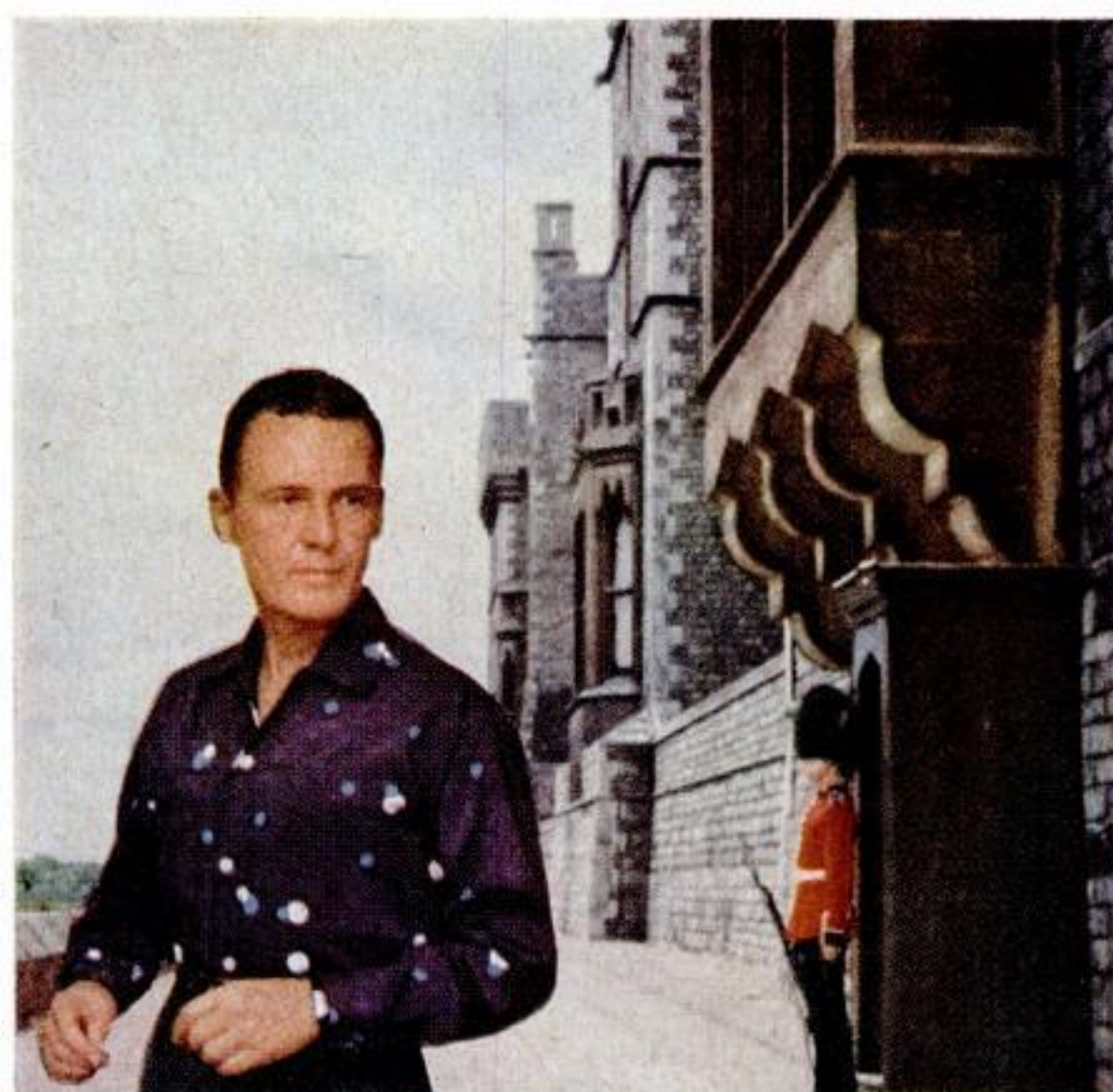
Associate Editor Al Wright (left) digs out a dugout story from the Yankees' voluble manager, Casey Stengel. (SI, March 14)



SI Reporter Robert H. Boyle (center) takes notes from a front seat during hearings on "boxing's dirty business."



in bright, life-loving Paris...



in traditional, timeless London...



the world over

it's in style to be comfortable

Travel to Dublin... fly to Mexico City—wherever you find comfortable, fashion-wise men, you'll find they're wearing Jockey brand underwear. Why? Well, the Jockey brief, for instance, has heat-resistant waistband that stays lively longer, special leg-openings that never sag or bind, and exclusive angled

front opening that never gaps! In cotton, Durene, mesh cotton, Celanese acetate or nylon. And that matching Jockey T-shirt is extra long to stay in place—with nylon content collar that won't stretch or curl, for wash after wash. Available in crew neck or V-neck. Be sure the label says "Jockey!"



only **Cooper's**® makes **Jockey**® brief and T-shirt



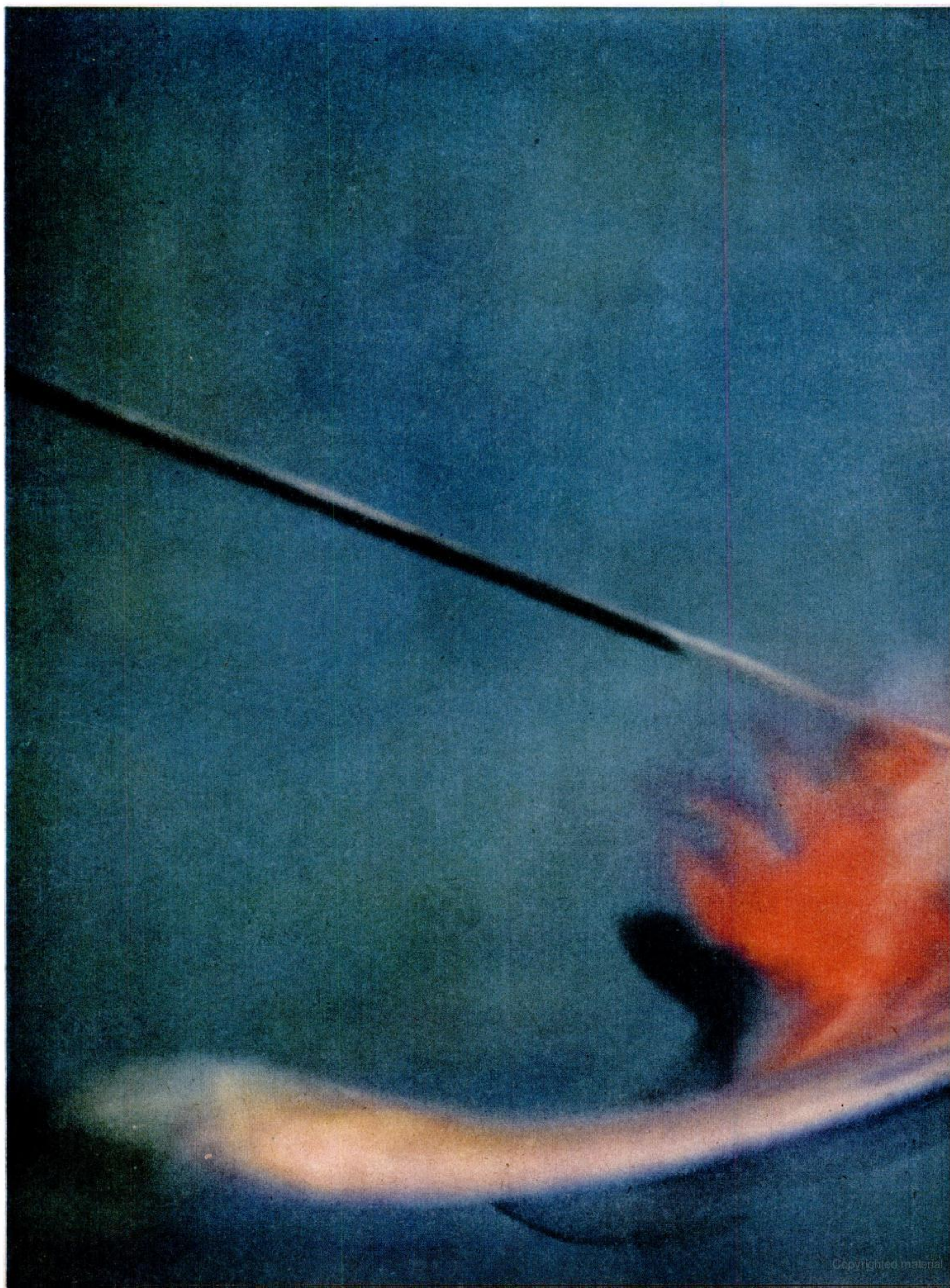
known the world over by this symbol



Cooper's, Incorporated—Kenosha, Wis. Licensees and registered users: Canada: J. R. Moodie Company, Limited; Australia: Speedo Knitting Mills; British Isles: Lyle & Scott; New Zealand: Lane, Walker, Rudkin; Switzerland: Vollmoeller; France: Verdier; Colombia: Textiles, Ego; Italy: Sacit; Denmark: Taco; So. Africa: Ninian & Lester; Germany: Volma; Austria: Josef Huber's Erben; Ireland: Dublin Shirt & Collar Company; Mexico: Manufacturera Rinbros.

SPEAKING OF PICTURES

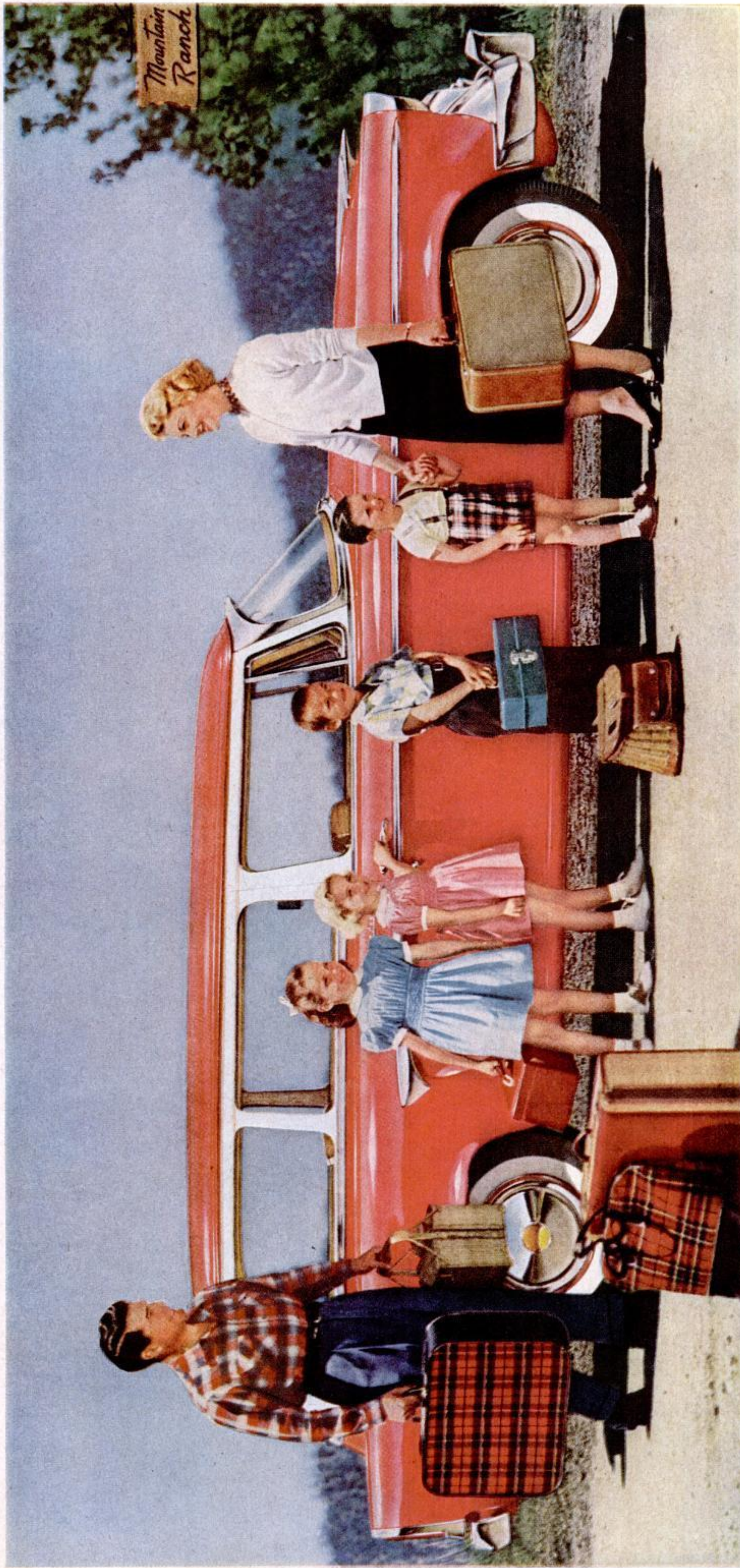
DOOM FOR DEVILFISH



Raimondo Bucher, who holds the world's depth record for a skin dive without respirator (LIFE, Nov. 24, 1952), was 70 feet below the surface of the Red Sea when a manta ray—called a devilfish because of two hornlike lobes on its head—came at him. Bucher fired his

harpoon; the manta fled. With Photographer Folco Quilici and two friends, Bucher followed, putting spear after spear into the 1,100-pound fish. Eight hours later Bucher had his fish and Quilici had this one-in-a-million shot of a harpoon striking the bleeding manta.





America's "best deal" in an all around family car!

A beautiful Studebaker sedan... an all-purpose cargo carrier... all in one!
Brilliant Studebaker power... your choice of two great engines... a V-8 or a 6!

Gas economy team-mate of the '55 Mobilgas Run winner!

Priced right down with the lowest!

You're driving something really smart when you're the proud owner of this distinctive Studebaker station wagon.

Easy to park—easy to handle—mothers with active youngsters love it for shopping and other errands. Dads find it just right for business use and vacationing. It's a handsome 6-passenger sedan with plenty

of cargo space normally—and 6 full feet of load capacity when you fold up the rear seat.

See your Studebaker dealer for a try-out drive right away... and remember these colorful Studebaker station wagons are priced right down with the lowest. "Best deals" anywhere!

See Studebaker-Packard's TV Reader's Digest—a weekly feature on ABC television network

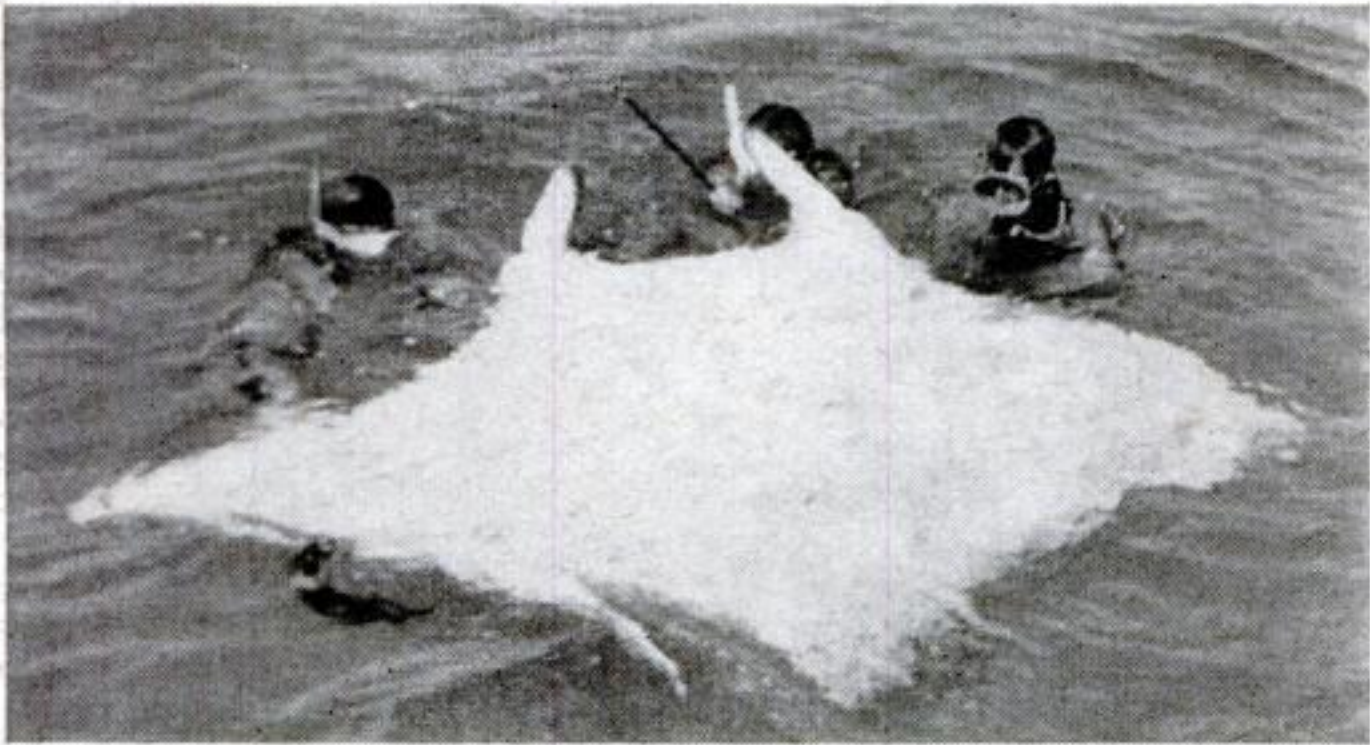
STUDEBAKER



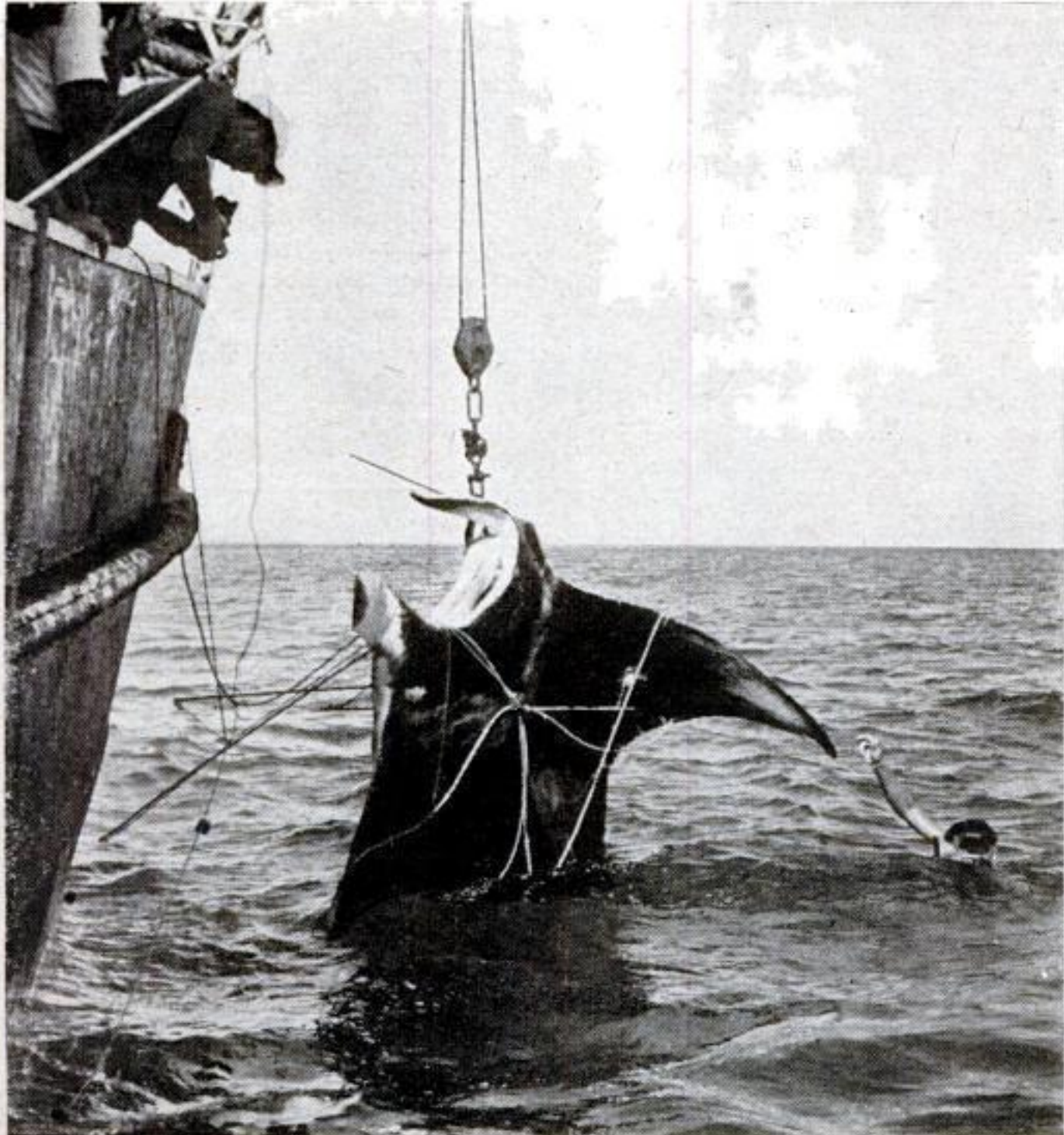
THE END OF THE BATTLE



BEFUDDLED BY THE ATTACK the manta whirls toward his pursuers. Despite their looks, mantas are harmless to man, feed on microscopic sea life.



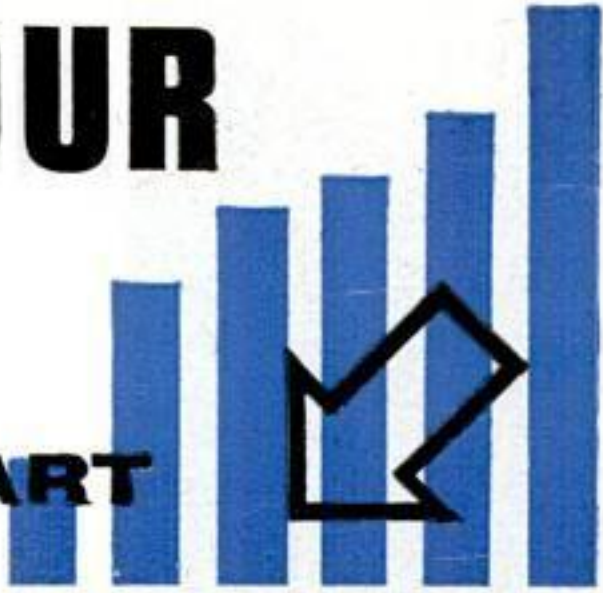
CONQUERED MANTA is brought to the surface by three spearfishermen. It measured more than six feet long and 11 feet from wing tip to wing tip.



RIDDLED WITH HARPOONS, the manta is hoisted aboard ship. During the fight the fish ran 10 miles, part of the time pulling all three of the men.

CHART YOUR FUTURE

WITH THIS CHART



IF YOU ARE AGE	CASH REFUND AT END OF 20 YEARS*	INSURED PROTECTION FOR 20 YEARS	INCREASED CASH FUND AVAILABLE AT AGE 65
25	\$5200	\$8012	\$7114
30		\$7338	\$6515
35		\$6580	\$6001
40		\$5591	\$5563

PLUS OTHER OPTIONAL BENEFITS. *Instead of a full refund, you can take part of your money in cash — and continue the insured protection for the rest of your life without further deposits. Or you can choose increased life insurance without medical examination . . . your savings will continue to grow without making further deposits until you are 65 or older.*

*Based on annual deposits.

COMBINE SAVINGS AND PROTECTION FOR \$5 A WEEK

FULL CASH REFUND PLAN

HAVE \$5200 CASH IN 20 YEARS

MAKE YOUR MONEY DO TWO JOBS

1

Every dollar you invest in United's new 20-20 Plan is like money in the bank. At the end of 20 years you get your money back — a FULL CASH REFUND of all your annual deposits. Money for your future needs...travel... retirement... investment opportunities. \$5200 cash is yours... with United's \$5 a week plan.

2

The same dollars you invest to save also provide 20 years of family protection. Safe, sound life insurance — to protect your loved ones during the years your family needs it most. If you are between 1 and 55, in good health, and can save \$2, \$3, \$5, or \$10 a week, United has a plan to fit your needs. Mail coupon today.

United OF OMAHA

UNITED BENEFIT LIFE INSURANCE COMPANY

A Billion Dollar Life Insurance Company

Home Office: Omaha, Nebraska. Canadian Office: Toronto. Service Offices throughout the United States, Canada and Hawaii.

20

GET THE FACTS ON THE 20-20 PLAN

UNITED OF OMAHA
UNITED BENEFIT LIFE INSURANCE COMPANY
Omaha, Nebraska (Dept. L-8-55)

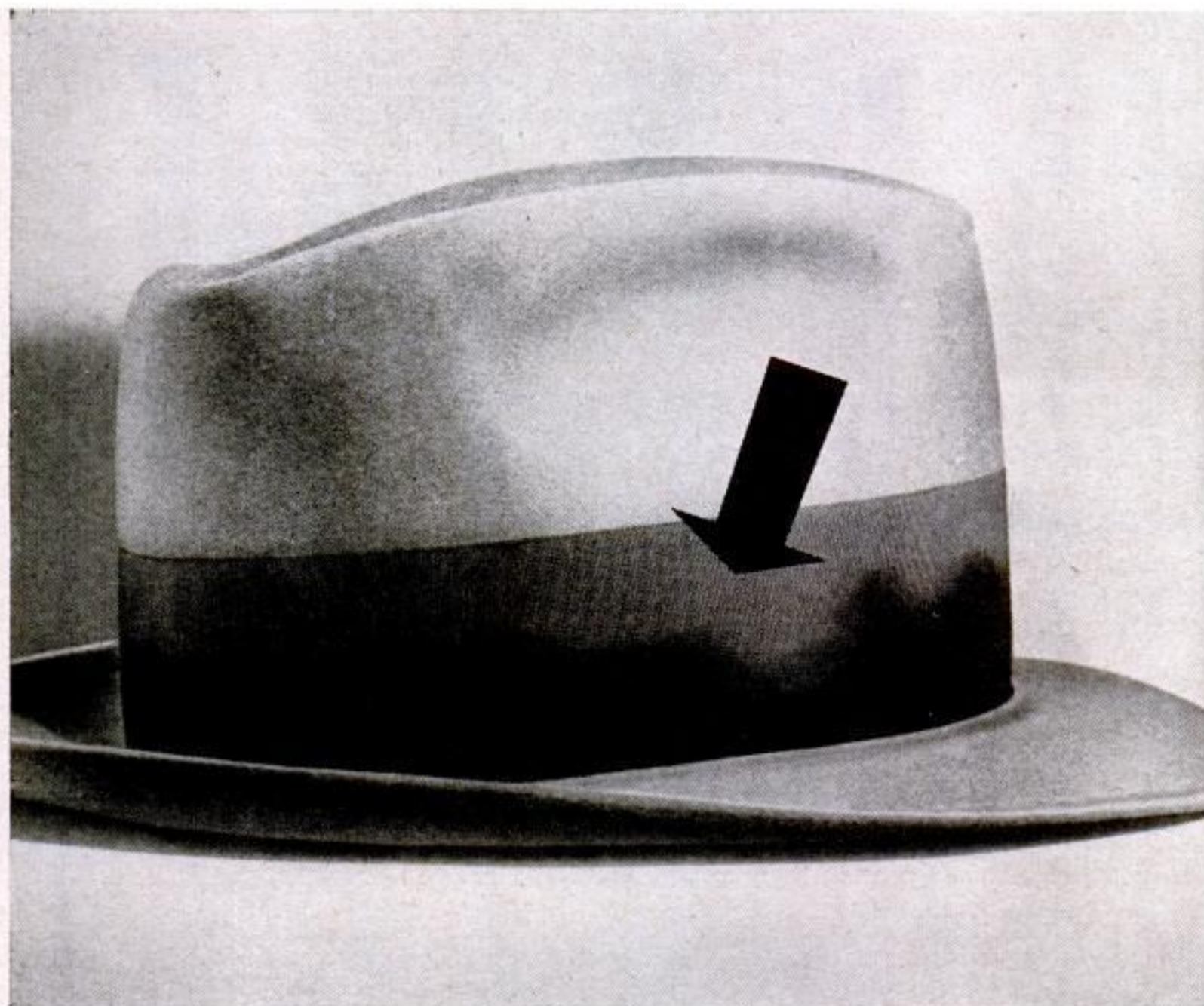
I can save ☐ \$2 wk. ☐ \$3 wk. ☐ \$5 wk. ☐ \$10 wk. and want to know what this will buy for me under your 20-20 Plan. Please give me full particulars. No obligation whatsoever.

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____

MAIL NOW



Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

Revolutionary new hair dressing *won't grease-stain your hat!*

Keeps hair *naturally* neat all day—no "slicked-down" look—and leaves no oily stain!

● Hair experts said it couldn't be done! *But now, 30 years of laboratory experience have done it!*

Thanks to a new formula, this revolutionary new hair dressing, Beau Kreml, does NOT leave harmful, hard-to-get-out oil stains on upholstery, pillow slips, hats—and it keeps hair natural-looking and in place from morning till night.

Two special ingredients!

New Beau Kreml contains an ingredient similar to the natural protective agents in your own hair. Called KR-9, this first special ingredient never lets your hair look greasy, sticky, or shiny!

The second special ingredient has a remarkable "spreading action." New Beau Kreml goes on in a second and works evenly through your hair—even when wet—with no need for

time-taking massage to get it thoroughly distributed. It makes hair instantly *manageable*... keeps all but the most wiry hair in place! New Beau Kreml also relieves dryness in hair and scalp.

Extra easy to wash out, too!

No special lathering is needed. Because new Beau Kreml is water-soluble, it also rinses off your hands and off your comb under plain tap water.

Enjoy new Beau Kreml's wonderful hair control and freedom from those everlasting oily stains. Long-lasting bottle—only 69¢.



"Keeps hair naturally controlled," says John Steffes, of Grand Rapids, Mich. And new Beau Kreml will not leave oily stains on precious fabrics. Get the new Beau Kreml today... only 69¢!

FOR DANDRUFF, ITCHY SCALP

Use *regular* Kreml Hair Tonic, in the famous yellow carton. New anti-septic ingredients *kill on contact* the scalp parasites commonly believed to be a cause of excessive dandruff.

***regular* KREML HAIR TONIC**

LETTERS TO THE EDITORS

STRUCK BY THE STARS

Sirs:

Your fine essay on American junior astronomers ("Struck by the Stars," LIFE, July 25) will undoubtedly awaken the interest of thousands of young Americans in astronomy. We have great news about one of our Seattle astronomers, 16-year-old Lewis Macfarlane (*below*), who spoke before the



1955 Astronomical League Convention shown in your story. On July 13 he and his friend, Karl Krienke, discovered a new comet with Macfarlane's homemade 8-inch telescope. Their find was confirmed by the Harvard Observatory. 1955f, the sixth new comet of the year, may be named after Macfarlane and Krienke.

GUY R. BLACKIE

Seattle Amateur Astronomical Society
Seattle, Wash.

● While locating the great Nebula of Andromeda, Macfarlane and Krienke spotted the new comet. They wired the Harvard Observatory about their discovery, learned that A. M. Bakharev, a Russian astronomer, had seen the comet that same day. Aided by the time difference, Bakharev had reported it 17 hours earlier. It will be known as the Bakharev-Macfarlane-Krienke comet.—ED.

DO-IT-YOURSELF

Sirs:

Our thanks to Bill Mauldin ("How Do-It-Yourself Amateurs Are Clobbering Themselves," LIFE, July 25). Eighteen months' experience renting power tools without reportable accident has taught a few basic lessons: 1) scare the customer if you can—he won't get hurt; 2) beware of the man who sends his wife—the tool will badly need repair and the job will be unfinished; 3) when renting for themselves housewives listen best and accomplish more.

STIRLING TOMKINS JR.

Whippany, N.J.

Sirs:

Mauldin's lampooning is perhaps an attempt to maintain our refreshing tradition of not taking ourselves too seriously. But what makes his statistics so sacred? Of course there are people injured on a Do-It-Yourself job. My wife averages several cuts and burns a year in the kitchen. But we do not stop peeling potatoes.

WILLIAM S. ORKIN

New York, N.Y.

Sirs:

Things have been fine at our house. I've cajoled, praised and sometimes threatened my husband into being a "Do-It-Yourselfer." Now after reading Mauldin's views he'll probably sit back and chuckle, "Wouldn't want to hurt myself, my love."

MINNIE STEVENS SURLS

Klamath Falls, Ore.

NUCLEAR WARS

Sirs:

Your editorial, "Nuclear Wars Can Be Small" (LIFE, July 25), sweeps aside in simple logic the dangerous notion that America should abandon its technological advantage over the Soviets in design of nuclear weapons and delivery systems. Most of all it challenges the misapprehension of those who believe that if the free world reacts *locally* and *decisively* with tactical nuclear weapons, the Soviets will respond with all-out nuclear war. Two points should be made regarding the airpower required to deter both local and all-out aggression: 1) the Strategic Air Command's budget is still inadequate; 2) both ground- and carrier-based tactical atomic air forces must have the potential flexibility both to fight local wars and to support SAC on the deep-in bombing job in the event of all-out war.

T. F. WALKOWICZ

Yonkers, N.Y.

NEW TACTICS

Sirs:

Unless my aircraft recognition courses erred, that "World War II Liberator" being destroyed by a rocket ("New Tactics for Limited Warfare," LIFE, July 25) is a Navy Privateer, the single-tail version of the Air Force twin-tail Liberator.

DAN WINSTON

New York, N.Y.

● It was a Privateer.—ED.

Sirs:

In the limited warfare article you cite a "new maxim": "Concentrate to fight, disperse to live." This sounds like Napoleon's old maxim: "Separate to live, but unite to fight." One of the reasons behind it was that in Napoleon's day troops were fed by forage, and therefore it was necessary to spread out over a fairly large area in order to obtain enough food.

DAVID E. KNOOP

Summit, N.J.

CONTINUED

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.

now!
all the beauty of Creme Puff
is
yours
in this
new Creme Puff* refill
by MAX Factor



The New-Fashioned Way to Instant Loveliness!

Creme Puff alone gives your face a smooth velvet bloom in *seconds*...clings smoothly for hours, never, ever cakes, dries or turns "orange-y." It's the new-fashioned way to instant loveliness created only by the great Max Factor. A superb blend of finest powder and creamiest base, *both* in *one* velvety disc! It smooths on with a puff *easily*, attractively, wherever you may be...veils imperfections sheerly, *surely*, with a delicate film of soft, fresh, *dewy* color.

Creme Puff alone is all that you need for a perfectly "dressed" complexion, from start to finish. No fly-away powder! No greasy foundation! No make-up problems!

To "dress up" or touch up...get Creme Puff today, in *velvet bloom shades*! At your favorite drug or department store.



Creme Puff in elegant ivory-and-gold-**\$1²⁵**
tone, refillable mirrored compact PLUS TAX

85¢ PLUS TAX ...in smart
usable metal case
...complete with puff

Whether you use Max Factor's brand-new Creme Puff Refill in its smart heaven-blue metal case...as it is...or to refill your own plastic or de luxe Creme Puff mirrored compact, now you can have all the beauty of Creme Puff...for just 85¢.

*Creme Puff (trademark) means Max Factor Hollywood creamy powder make-up.

Answer to a "crying" need



Bactine®

BRAND

guards against germs... doesn't sting

Skinned knees and elbows, cuts, scratches, all call for the soothing protection of BACTINE. Children like BACTINE because it doesn't hurt . . . smells fresh and clean. You'll like it too, for first aid, and for many other everyday uses. BACTINE is made exclusively and patented by Miles Laboratories, Inc., makers of ALKA-SELTZER.

LASTING GERM-KILLING PROTECTION



Carefully controlled laboratory tests prove BACTINE gives lasting protection against infection-causing germs . . . germ-killing protection that lasts for hours.



At all Drug Stores . . .
3 convenient sizes

NOTE TO PHYSICIANS—BACTINE is more than a quaternary. While BACTINE is an active germicide, additional fields of effectiveness make it unique among antiseptics. Write Dept. 3L for professional booklet containing basic research and clinical data.

MILES LABORATORIES, INC. • ELKHART, INDIANA

LETTERS TO THE EDITORS CONTINUED



HEPBURN'S ARRIVAL (LEFT) AND DEPARTURE

LOVE CHANGES PLAIN JANE

Sirs:

In your review of the movie, *Summertime* ("Love Transforms a Plain Jane," LIFE, July 25), there is a picture of Katharine Hepburn leaning out a train window for the last tender look at her beloved as she "leaves Venice." I believe this picture really shows her openmouthed arrival in Venice. Does it? And do you have the picture of her sad-faced departure?

JEAN LEBLON

New London, Conn.

● It was her arrival (see above).—ED.

'MORALLY RIGHT' DECISION

Sirs:

Having just the night before listened to an eminent Negro sociologist talk to international students in New York about the amazing strides desegregation has made in the U.S. over the past 15 years, I was happy to see your visual proofs ("A 'Morally Right' Decision," LIFE, July 25) that racial segregation is just an old habit that has to be unlearned.

SIG. A. MAGNUSSON

Reykjavik, Iceland

Sirs:

You showed that children are not afraid of Negroes; their parents are. Why do parents who think they know best, but are doing more harm than they realize, continue to fill their children with fear of Negroes?

PATRICIA A. CARAPPELLUCCI

Schenectady, N.Y.

Sirs:

I never saw a more heart-rending picture than that of frightened, pathetic little Peggy being carried along by two larger and older Negro girls.

E. LOUIS DAHL

Farmville, Va.

● Peggy brought the Negro girls home with her and even wanted to go over to their house to play.—ED.

LOOK AT WORLD'S WEEK

Sirs:

India's Sikhs are not a Hindu warrior sect as you state ("Fanning a Passive Sikh Revolt," LIFE, July 25) but a Moslem sect.

DICK GELUK

Santa Monica, Calif.

● Historically, the separate religion of Sikhism developed from both faiths, but its philosophical content is mainly Hindu.—ED.

POTS, PANS, PROSPERITY

Sirs:

I imagine anyone in the housewares business would be prouder than ever

of his profession after seeing the LIFE story ("Pots, Pans and Prosperity," LIFE, July 25). However, I don't believe the picture frame used in your photograph of John E. Naumann, the super salesman, will ever become popular in the living room of America.

MAURICE B. COSSMAN

Chicago, Ill.

LIFE COVER

Sirs:

LIFE's cover of Cathy Crosby (July 25) draws one up with suddenness . . . she's got that something that used to be called "It."

HAROLD V. BLACKMAN

Key West, Fla.

Sirs:

I'm a fan of Cathy Crosby but why did you say on the cover that she was Bing's niece and not Bob's daughter? Would you print a picture of Gary saying that he was Bob's nephew?

DOLORES DAVIDSON

Osawatomie, Kan.

Sirs:

I protest your identifying Cathy as Bing's niece. What does her father think about this?

RUTH M. SULLIVAN

Peabody, Mass.

● Father Bob says, "Since Bing only has four sons, I am happy LIFE gave him the opportunity of sharing my daughter."—ED.

FLOWERY FACE LIFT

Sirs:

"Flowery Face Lift" (LIFE, July 25)—what a nice article! Neosho must be a happy little town. Petty grievances and ill will will be forgotten if one is faced with flowers. Even the trash can looks inviting!

MRS. HILDA J. DRAKE

Kalamazoo, Mich.

Please send



to _____ name
_____ address
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost
you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3433



Your engine is a blue chip investment —

*Protect it with special care...
get extra power, too*

New Mobiloil Special is *specially* made to give maximum protection to your valuable engine. It's a special *year-'round* oil for use in *every* season and *every* climate. It's a quality product built to protect costly engines from damage and expensive repairs . . . built to give greater smoothness, faster pickup, livelier performance—greater *gasoline* mileage. Make a special point of getting Mobiloil Special. Your engine is worth the best oil you can buy!



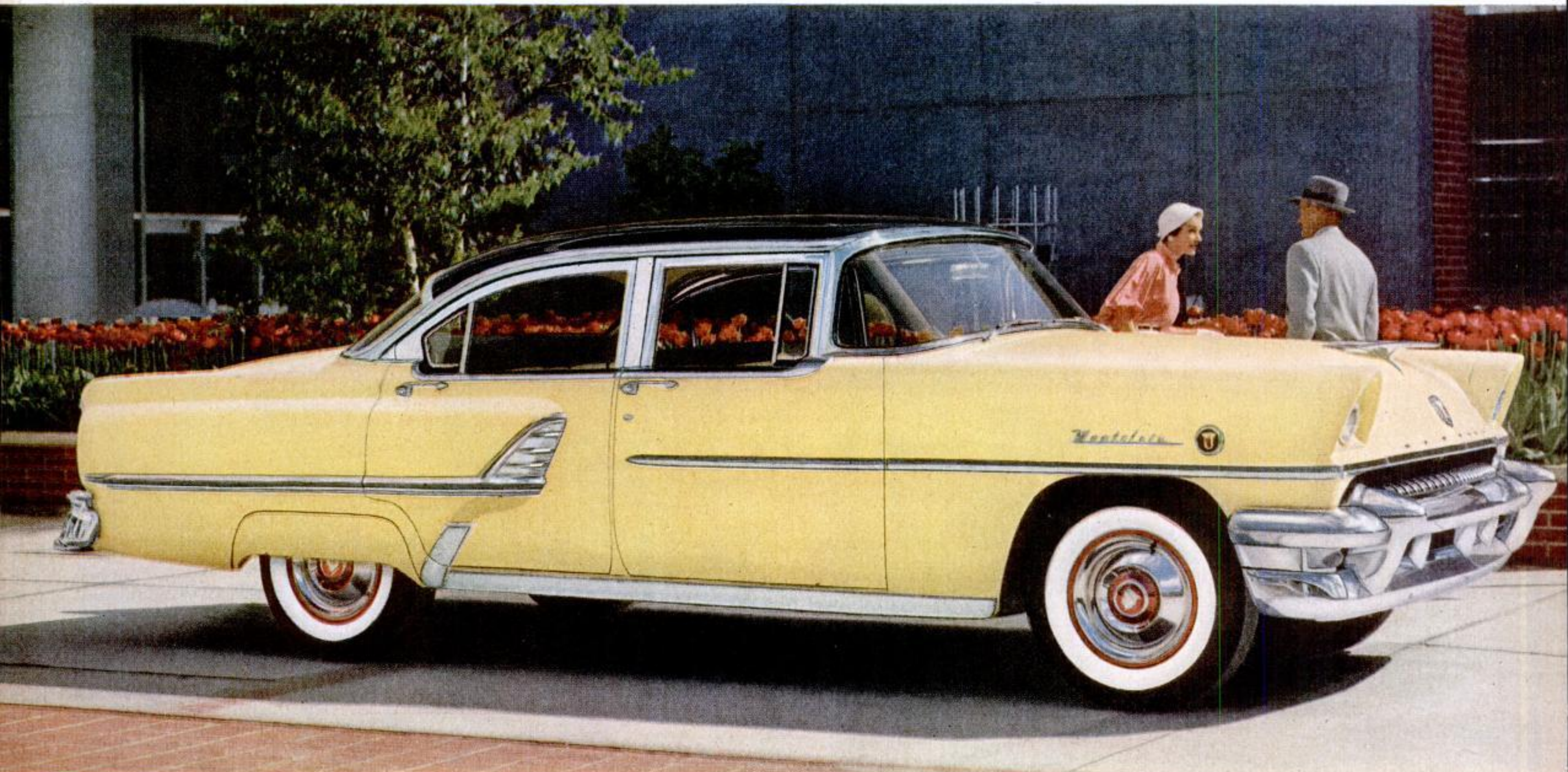
Owners report substantial gas savings, too !

Since switching to New Mobiloil Special, car owners are reporting more miles per gallon from their gasoline—substantial savings in mileage in addition to better performance.

New Mobiloil SPECIAL

Sold at Mobilgas Stations, Garages, Car Dealers

In every picture you'll find a reason why Mercury offers you more for your money



EXCLUSIVE STYLING—Mercury shares its styling with no other car. You get distinctive touches everywhere. The tasteful use of color and chrome, the unique design

of the combination bumper-grille, the Full-Scope windshield, the massive tail-lights all say "Mercury." You can always look to Mercury to be out front in styling.



NEW SUPER-TORQUE POWER—You get high horsepower (198 and 188 hp) you can use, not just boast about. More of it is put to work in the *everyday* drive ranges.



BEST RECORD FOR STAMINA. Mercury's high economy and low upkeep reduce your operating costs—per mile and per year. That "new car feel" lasts longer, too. 9 out of 10 Mercurys ever built are still going strong.



MORE FINE-CAR FEATURES at no extra cost. All Mercurys have 4-barrel carburetors, ball-joint front suspension, anti-fouling spark plugs, special fabrics and colors. 8 out of 11 models have dual-exhaust systems.



NEW, EXCLUSIVE POWER LUBRICATION. Mercury offers the widest choice of optional power features in its field: power steering, brakes, 4-way seat, window lifts—even power lubrication (just press a button on the dash).



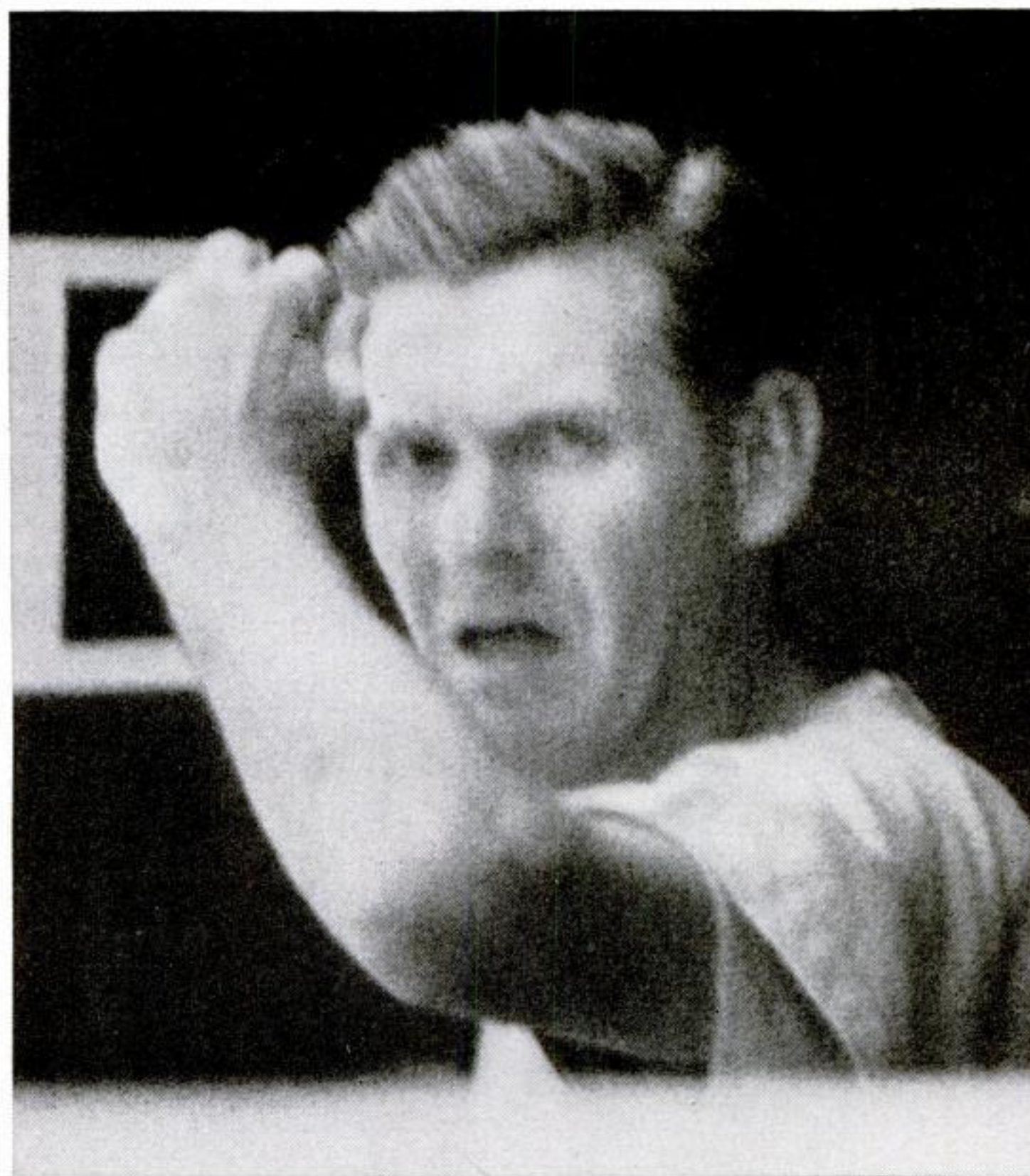
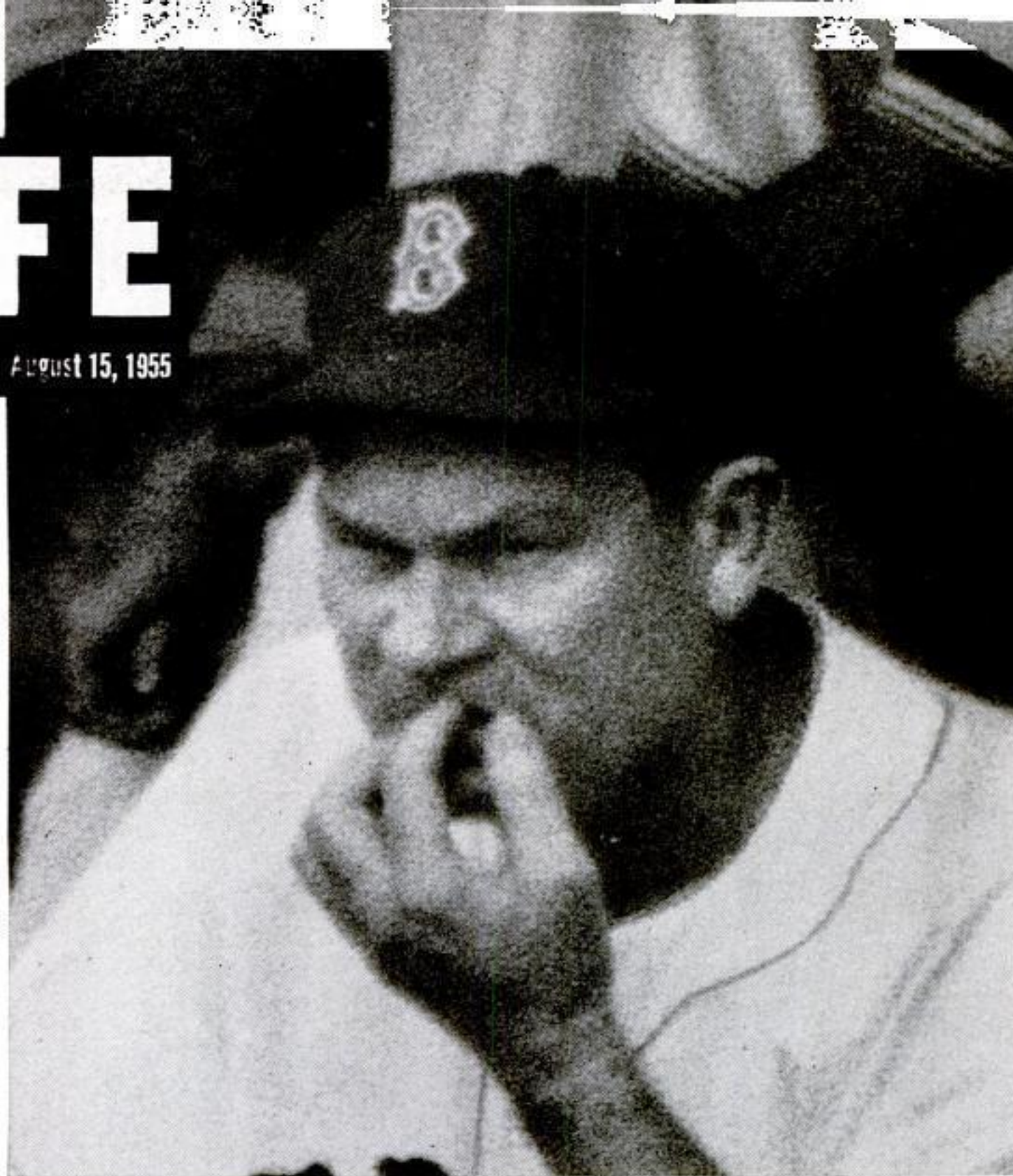
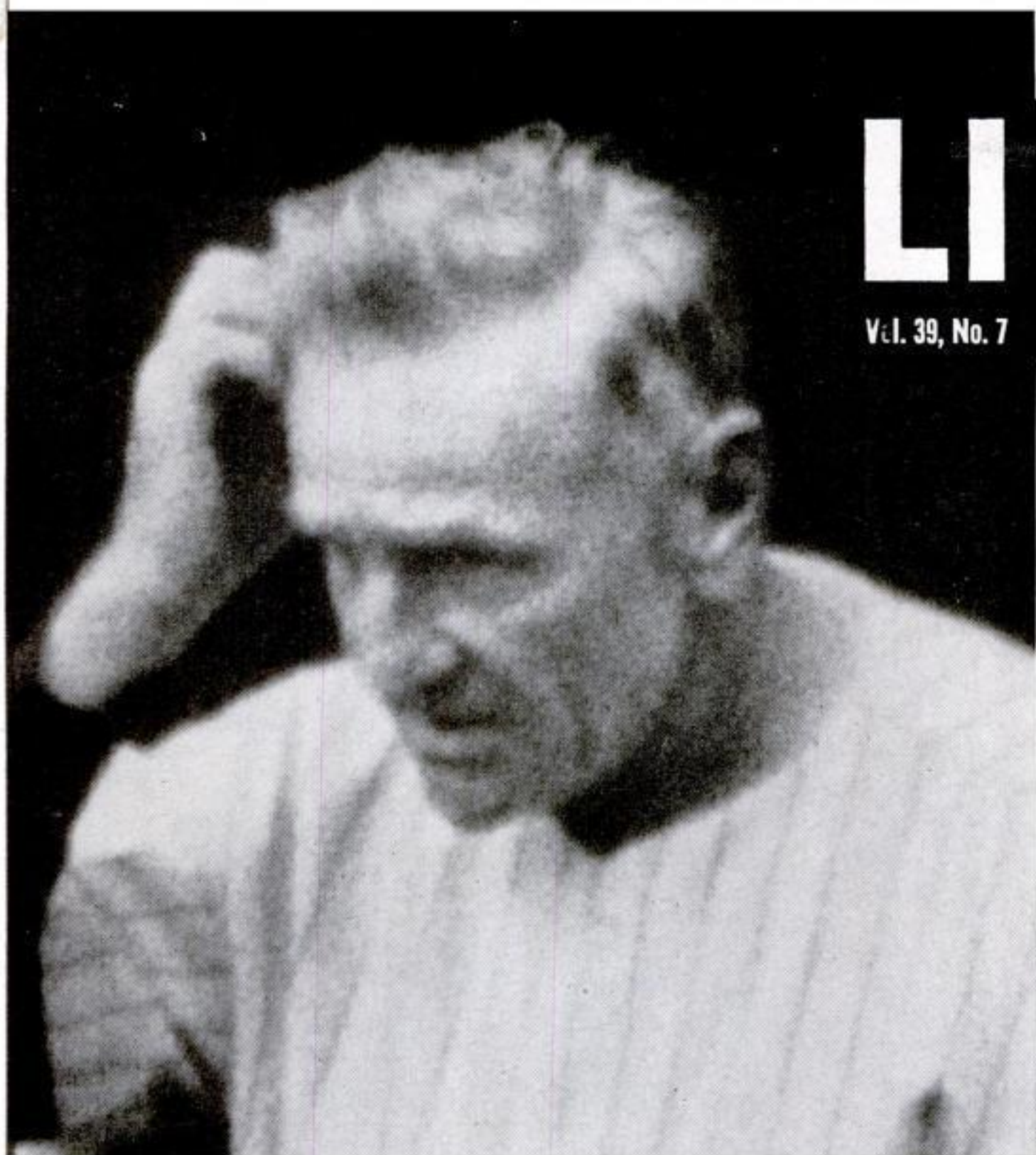
EASIER HANDLING—Famed ball-joint suspension, a torsional stabilizer bar, and balanced Stedi-Line steering make Mercury one of America's steadiest, easiest handling cars...especially on curves or when parking.



SAVE WHEN YOU BUY—WHEN YOU TRADE. The 188 horsepower Custom 2-door Sedan is priced below 13 models in the low-price field.* Remember: Mercury consistently leads its field in resale value. See your Mercury dealer today.
*Based on comparison of manufacturer's suggested list or factory retail prices.

IT PAYS TO OWN A
MERCURY
FOR FUTURE STYLING
— SUPER POWER

MERCURY DIVISION • FORD MOTOR COMPANY



FIGHTING FOR FIRST PLACE, MANAGERS SHOW THE STRAIN. TOP: YANKS' STENGEL, BOSTON'S HIGGINS; BOTTOM: CLEVELAND'S LOPEZ, CHICAGO'S MARION

FOUR ANXIOUS MEN—AND A RACE

For baseball fans it was all the excitement they could hope for—four American League clubs battling neck and neck down the homestretch. But for the managers (*above*) of the four teams involved it was the sheerest kind of stomach-turning, nail-chewing agony. They felt that every decision they made was a fatal one, that every little bobble a player made was suicidal, that every adverse call an umpire made was the trump of doom.

With the season three-quarters gone, the

Chicago White Sox, the New York Yankees and the Cleveland Indians were in a virtual tie for first place. Since moving ahead in late July, the White Sox had led at the most by one game, and usually by two percentage points. Cleveland pushed the Yanks out of second place—but only for one day. Meanwhile Boston, which had been in sixth place in June, was up now to within two games of the top.

The trouble was that there was no club strong enough all around to pull out ahead.

The Yanks had power and speed, but lacked pitching. The White Sox had good pitching and defense, but lacked hitting. Cleveland had pitching and power, not speed, and the Red Sox, which had great youthful drive, needed another starting pitcher. Whichever team managed to strike the best balance and get into the World Series would almost certainly meet the overpowering Dodgers (*LIFE*, May 23), who have never been out of first place all season and were coasting along coolly on a 16 game lead.

THEY MAKE AND FIGHT DECISIONS

When they could no longer stand suffering in their dugouts, the managers were marching out onto the playing field toward the two most accessible objectives—umpires whom they could yell at and pitchers whom they could yank. The Cleveland manager, Al Lopez, usually one of baseball's mildest men, tangled with an umpire and got himself thrown out of a game for the first time this year. In 20 games last week the four first division managers let only three starting pitchers go the whole way. Casey Stengel padded his way to the mound five times in one game to remove a pitcher, lost anyway. All of the managers were all working on Marty Marion's theory: "If you're going to lose, lose with a fresh pitcher."



CHANGING PITCHERS against Chicago, Boston's Mike Higgins points his right hand to bull pen for a

right-hander to replace Will Nixon, then sympathetically shepherds Nixon in from the mound. Though

this is his first year as a manager, Higgins' understanding of players has built good morale for Boston.



LOPEZ BERATES UMPIRE GRIEVE FOR THROWING INDIAN COACH FROM GAME





BILL GRIEVE TURNS AROUND AND SHOUTS BACK AT THE INDIAN MANAGER



GRIEVE'S THUMB GOES UP AND LOPEZ GETS THROWN OUT OF THE GAME TOO

AN OLD JUGGLER of pitchers, Yankees' Casey Stengel tosses hat while waiting on the mound with Elston Howard and relieved pitcher for replacement pitcher.



A PERSISTENT STALKER, Chicago's Marty Marion gets nowhere in Yankee game trying to make Charlie Berry change his mind and call a Yankee player out at first.





CHARGING ALMOST INTO THE STANDS IN GAME AGAINST WHITE SOX, CATCHER SAMMY WHITE OF THE RED SOX MAKES AN ALL-OUT TRY FOR A HIGH FOUL

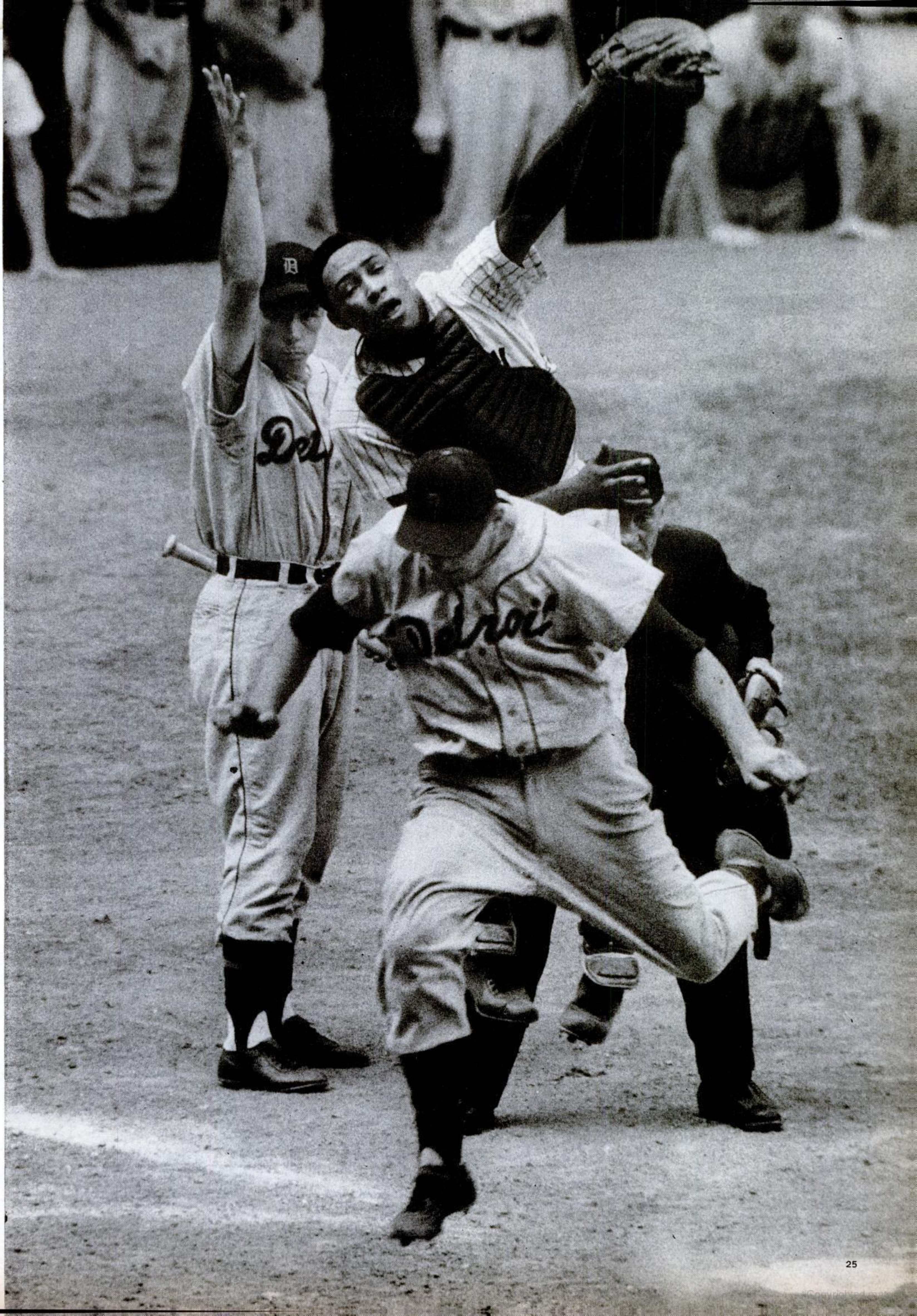
THE PLAYERS STRETCH AND SLIDE AND SCRAMBLE FOR CLOSE ONES



BEATING THE BALL, Detroit's Harvey Kuenn slides home past Yankee Catcher Elston Howard. In fifth place, Detroit was making a strong bid for first division.



UPSETTING THE FIELDER—Third Baseman Gil McDougald—Detroit's Jack Phillips gets into third after having hustled from first base on a Yankee error.





MAYOR, George Roy Clough, 64, said that gambling and prostitution are here to stay, called for putting prostitutes into a red light district.



DISTRICT ATTORNEY, Marsene Johnson, opposes the mayor's views and says he will fight any attempt to open a red light district in city.



GAMBLING CZARS, Victor J. (left) and Anthony Fertitta took over the prosperous gambling enterprises of their late uncles, the Maceo brothers. They now are the owners of several plush gambling clubs in Galveston and control several others. Anthony Fertitta is the one who threw a punch at LIFE Reporter Suydam.

WIDE-OPEN GALVESTON MOCKS TEXAS LAWS



SUYDAM AFTER ATTACK

The city of Galveston was founded by pirates in 1817 as a sin camp, and ever since it has made an industry of sin. Despite laws and sporadic reform efforts, gambling has thrived and prostitution has been openly tolerated. "In a seaport town," says Mayor George Roy Clough, "it's a biological necessity."

Clough was elected last May on a platform that pledged an end to underworld pay-offs to officials but called for "open but regulated vice." Since then vice has been open but utterly unregulated. Last month the American Social Hygiene Association listed the ad-

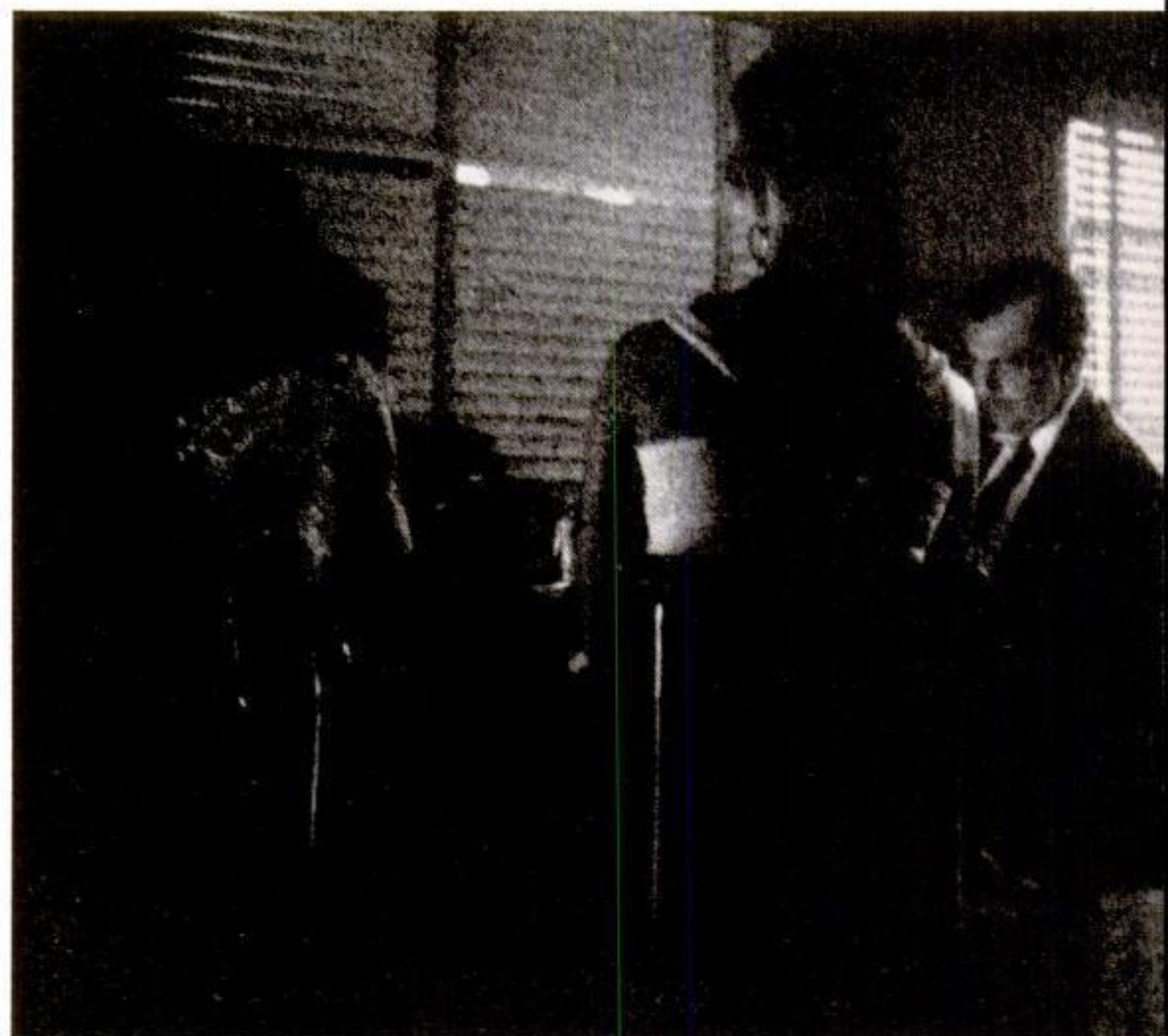
resses of 19 houses of prostitution. Prodded by local ministers, District Attorney Marsene Johnson got the police to close these and later proclaimed there were no more. That same night LIFE Reporter Henry Suydam Jr. and Photographer Joe Scherschel found six bawdy houses in full swing both in the city of Galveston and in suburbs within the district attorney's jurisdiction. Gambling was as wide open as ever.

But while they were taking pictures, of a gambling house and restaurant called the Turf Grill, the two LIFE men were seen by one of the owners, Anthony Fertitta. He trailed them to their hotel and, with two henchmen standing by, he slugged Reporter Suydam and knocked him down.

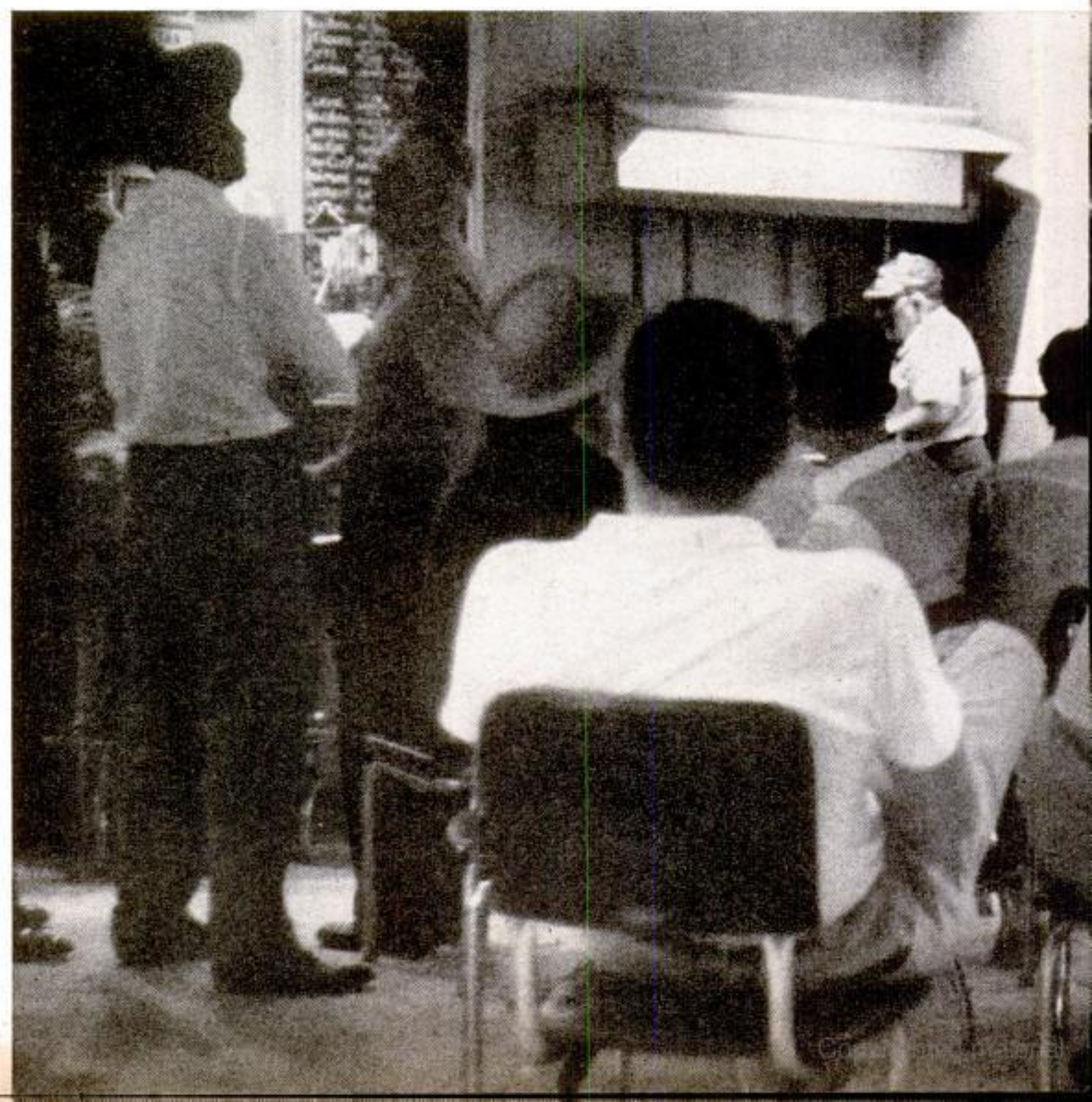
The mayor seemed to have trouble making up his mind about the assault. He said that "this sounds like hoodlumism to me." But he also said the whole thing seemed to have been "grossly exaggerated." Meanwhile neither the city nor the state of Texas was taking any effective steps to put an end to Galveston's flagrant violations of the state laws.

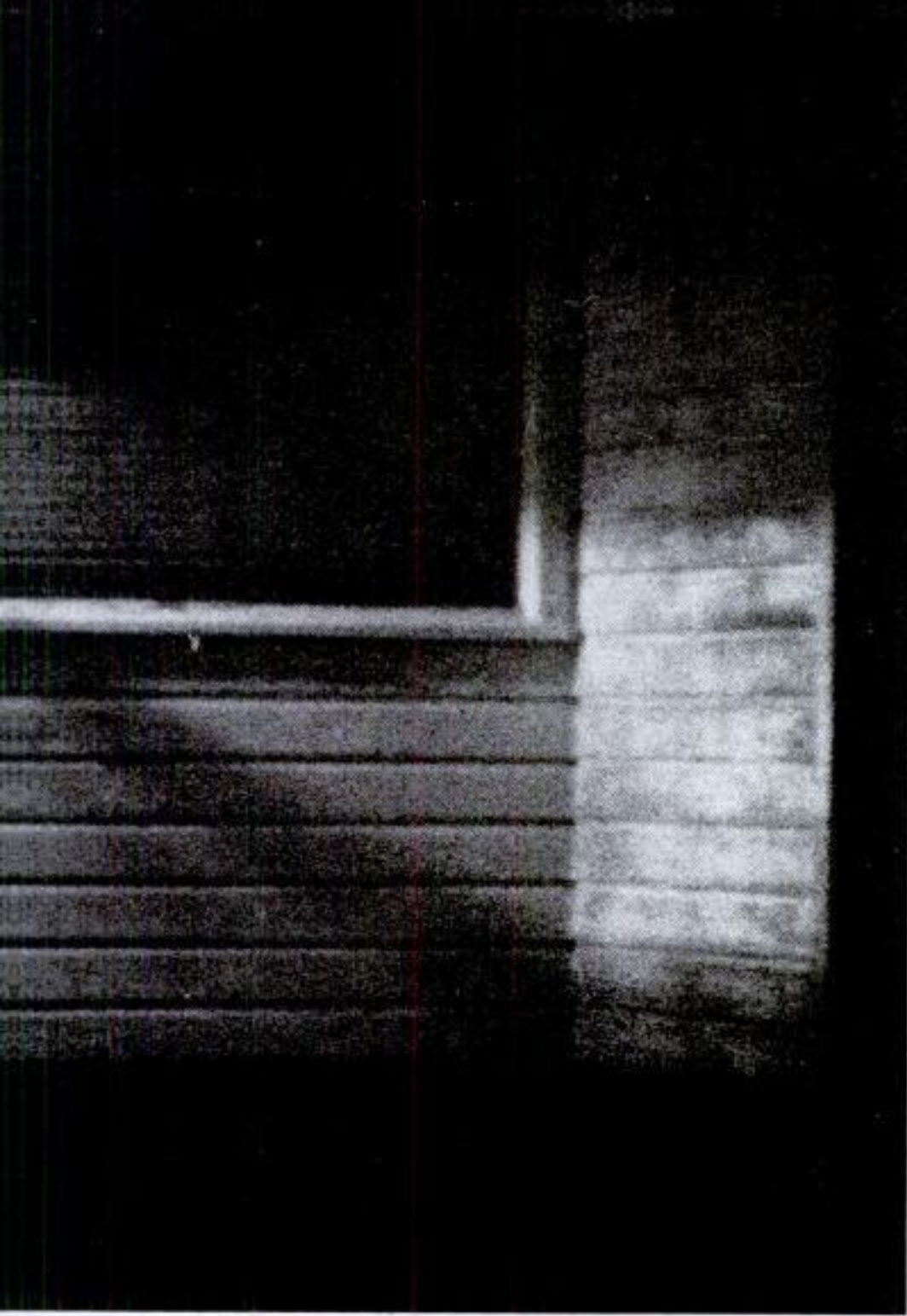


ENTERING HOUSE OF PROSTITUTION, TWO MEN CLIMB STEPS TO LIGHTED



INSIDE HOUSE, GIRLS SOLICIT A PROSPECTIVE CUSTOMER, UNAWARE THAT

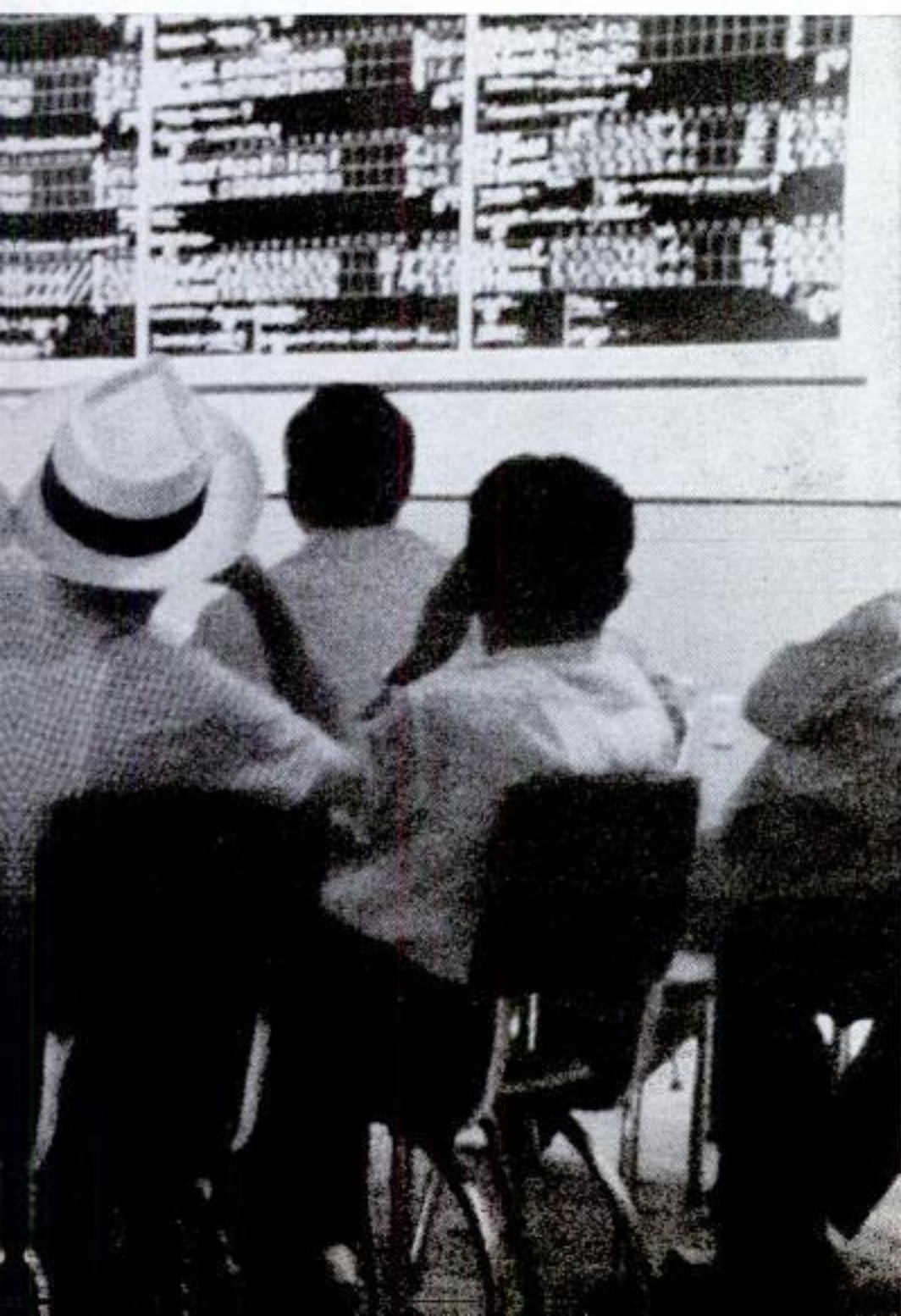




DOORWAY IN TEXAS CITY IN GALVESTON COUNTY



THE PHOTOGRAPHER WAS TAKING THIS PICTURE



← **IN A BETTING ROOM** in the Fertitta brothers' Turf Grill in Galveston, gamblers watch mark-up of baseball scores. They place bets on mathematical combinations of runs scored in certain innings.



AT A DICE TABLE in the Rio Grande Club in Galveston, a house man (*white shirt*) pays out chips. The club recently was raided for prostitution but continues to operate as an illegal gambling house.



LEAVING RED CHINA BEHIND, FREED FLIERS IN CIVILIAN CLOTHES ARE ESCORTED ACROSS LOWU BRIDGE BY U.S.A.F. OFFICERS AND BRITISH POLICE OFFICIALS.



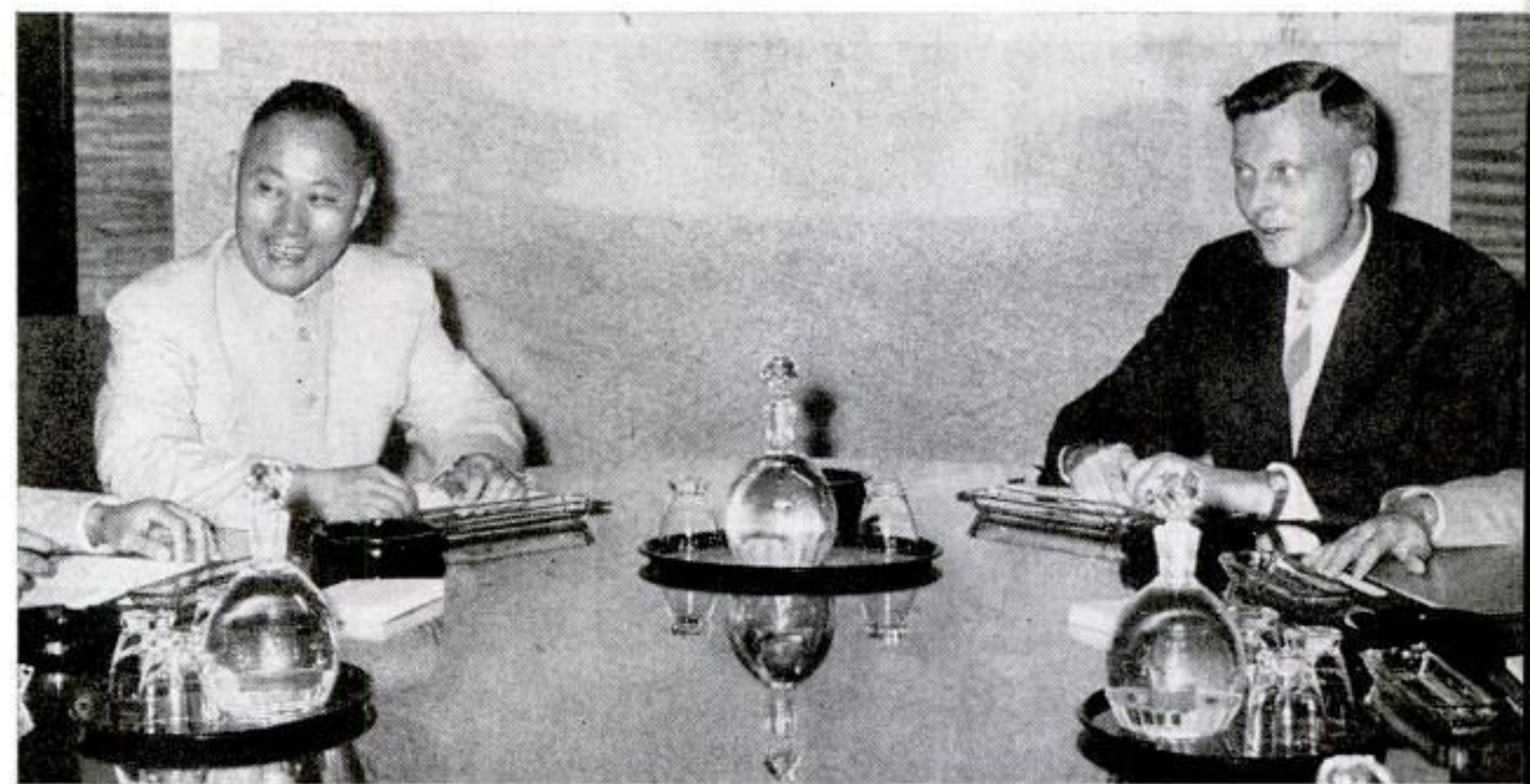
DRINKING COKES in Lowu customs office (left to right), Captain Llewellyn, Airman 2/c Thompson, Airman 2/c Schmidt and T/Sgt. Brown relive old pleasure.



CARESSING CADILLAC, smiling Colonel Arnold admires car owned by Lieut. Colonel O'Wighton D. Simpson (upper left), the U.S. air attaché in Hong Kong.



COLONEL ARNOLD IS IN FRONT, FOLLOWED BY MAJOR BAUMER ON CRUTCHES



ANNOUNCEMENT OF RELEASE was made by Red China's Wang Ping-nan in first session of Geneva negotiations with U.S. Ambassador U. Alexis Johnson.

A BRIDGE TO FREEDOM AND TO HOME

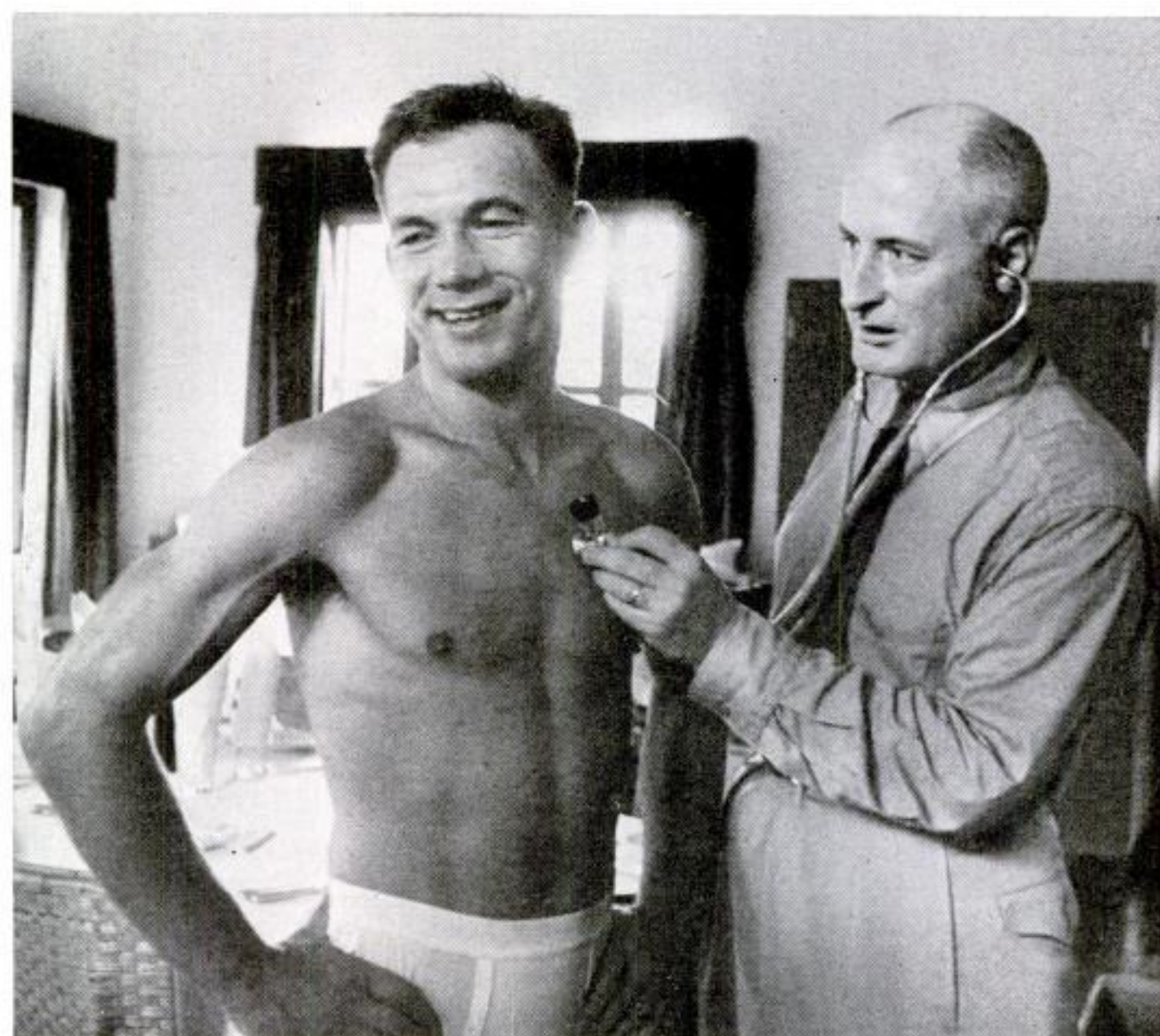
Eleven U.S. fliers are released by Red Chinese

Past the barbed wire and over the Lowu bridge that now marks one of the most celebrated demarcation lines between freedom and slavery, the 11 American airmen walked—straight into the moment of history depicted at left. Hostages of Red China until then, they were led by Colonel John Knox Arnold Jr., his face shrunken thin by imprisonment. Major William H. Baumer, wounded in the left leg, followed on crutches which he manipulated with crippled hands. Captain Elmer F. Llewellyn wept quietly. Then the airmen, shot down over North Korea in January 1953 and later sentenced by Red China to long prison terms for "espionage," were free. The Communists had cunningly timed their release to strike a diplomatic blow at the start of the U.S.-Red China talks in Geneva. But when LIFE Correspondent John Osborne asked the fliers if Peking deserved credit for freeing them, Colonel Arnold shouted, "Not a goddam bit!"

Once they reached British territory and were taken to Hong Kong's Jockey Club, the airmen began to snap back from their ordeal. Then they boarded planes toward the U.S. and their waiting families (*next page*).



TAKING SHOWER in Jockey Club, Captain Eugene Vaadi has a microphone thrust at him for tape recording of his reactions to his first moments of liberty.



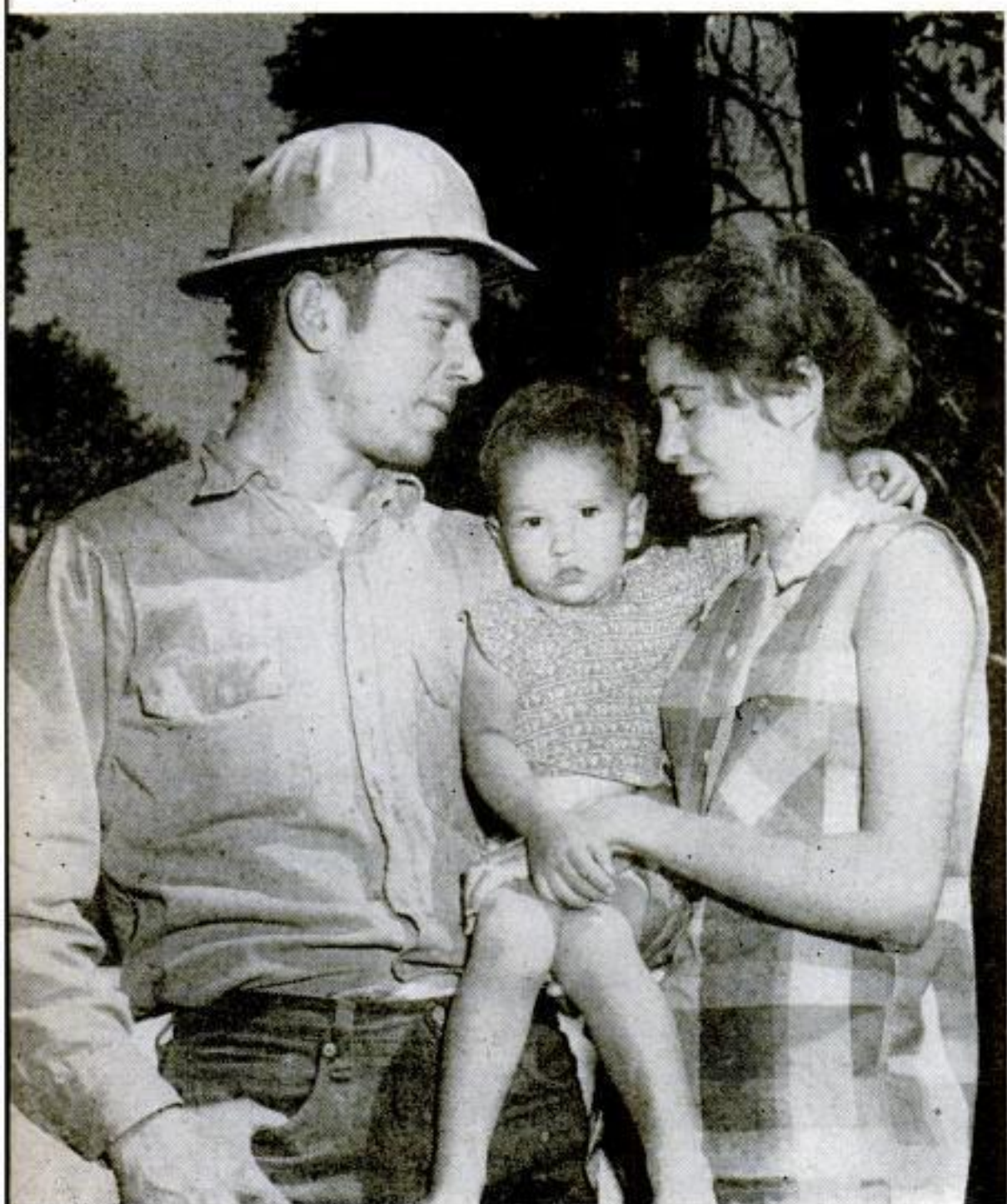
MEDICAL CHECKUP is given to Captain Llewellyn by an Air Force medical officer. Preliminary examination showed that the 11 were mostly in good shape.



NEW FACES, four nieces and nephews Technical Sergeant Howard Brown of St. Paul, Minn. had never seen, play with his parents, Mr. and Mrs. Frank Brown.



HIS OLD BAND, The Keystoneers, which Major Bill Baumer, worst injured prisoner, helped form in 1932, warm up for his homecoming parade in Milton, Pa.



REMARRIED WIFE Una Schmidt holds 29-month-old son, born to her and Airman 2/c Daniel Schmidt—and whom Schmidt had never seen. Of marrying Alford Fine (*left*) she admitted, "I made a mistake."

GOOD NEWS AND BAD WHEN THEY GO BACK

For the fliers' families, as for the men themselves, it was the end of a long, lonely and prayerful ordeal, and it almost seemed too good to be true. "I'd been disappointed so many times before that I was afraid to hope again," said Captain John Buck's sister.

For the fliers, coming home would mean a thousand changes to become used to. Some of them, like Colonel Arnold, will be coming back to houses they have never seen, to children who have moved from infancy into childhood or from childhood into adolescence. For nearly all, there will be old family faces sadly missing but bright new young ones in their place.

Some of the airmen were soon to discover that they had left a prison ordeal only to face matrimonial ordeals at home. But for most of the freed 11 the reunions would be joyous and noisy and full of the promise of a better day.



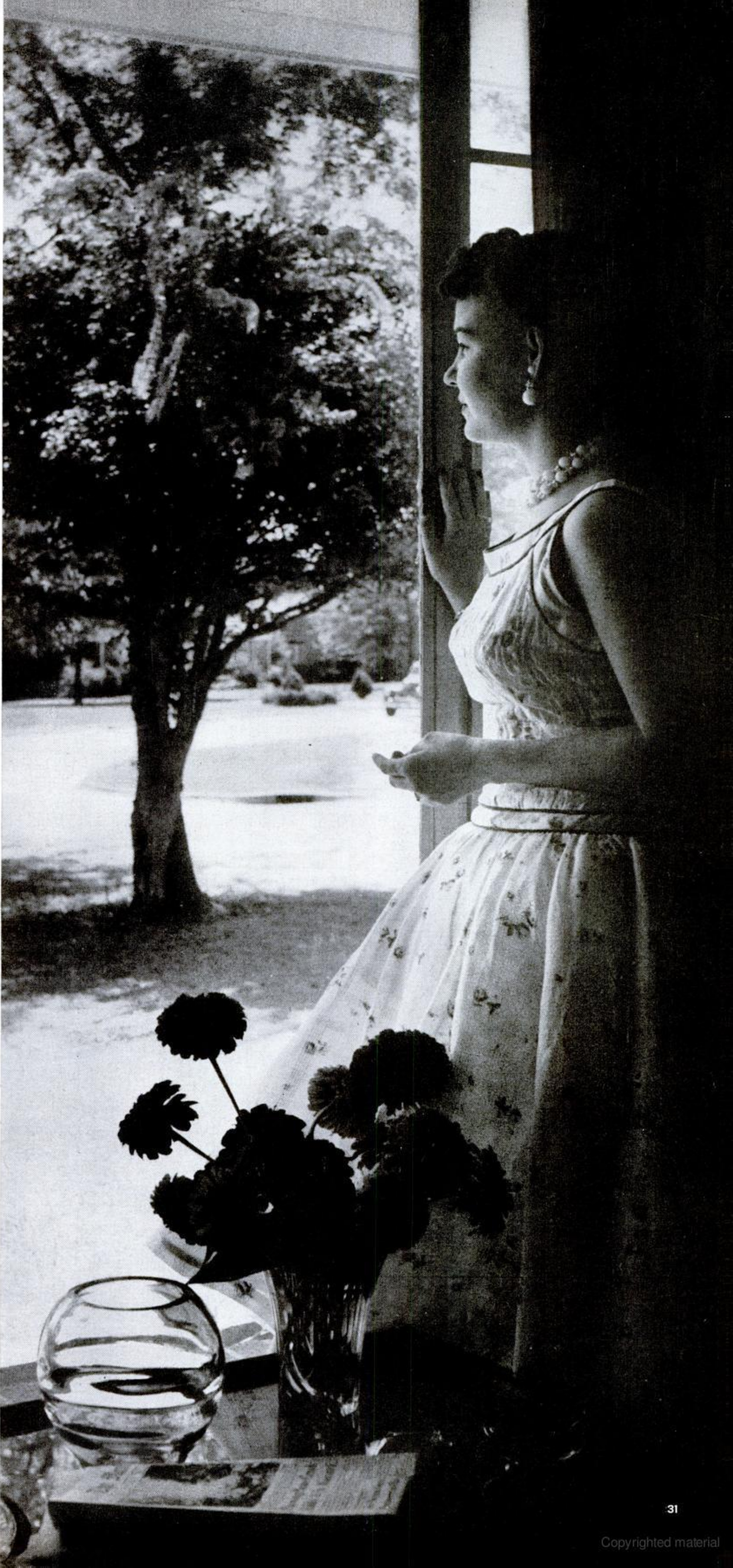
HAPPY HEADLINE delights parents (*seated*) and the oldest sister of Captain John Woodrow Buck of Armathwaite, Tenn. As a homecoming present Buck will receive the ancient rifle which his father holds.



BIG CHILDREN, John, 17, Sally, 6, with mother await Colonel Arnold in Montgomery, Ala. home.



ENDING THE LONG WAIT, Bobby, wife of Lieut. → Wallace Brown, stands at the door of Montgomery, Ala. apartment. For his homecoming she has acquired a new hairdo, a new wardrobe and a new car.



LIGHT WORK IN THE HEAT

Up on the craggy, wind-swept coast of Nova Scotia a score of the world's intellectual elite are assembled as the guests of Cleveland millionaire Cyrus S. Eaton, at his summer estate near Pugwash. They are engaged in what might be called "the Pugwash think-out"; Eaton has provided them the transportation, the place and the leisure to get together just to think, on the sporting chance that something might come of it. Not much did in the first week of the think-out; British Biologist Julian Huxley spotted a rare bird (the least sand-piper) and got a learned lecture from the local "lobster king" about the procreative habits of crustaceans. All of the thinkers were doubtless puzzled by a late arrival, Pat McGinnis, president of the New Haven railroad, who had never previously been known as a philosopher. Possibly McGinnis, who mainly hauls passengers, thought he had as much claim to being one as does Eaton, who runs the C.&O. and mainly hauls coal. The Pugwash intellectuals got so caught up in a croquet game they finished it by flashlight, but actually, instead of thinking, they seemed for the most part to be doing just about the same thing millions of vacationing lesser brains were doing in midsummer 1955—just lying doggo and taking it easy. In most places, as July fried into August with no relief from the record heat wave, it has simply been too hot to think. People are in more of a mood to contemplate such oddities as a revolt of nature against unnatural incursions, as expressed by a speared shark which towed a Florida skin diver two miles out to sea.

If the nation is hot, it is also happy. Never has it been so prosperous and seldom so full of hope. Profits, production and employment are all breaking records, and Geneva brought a general feeling of relief from cold war anxieties and a universal admiration of Dwight D. Eisenhower. The hope for peaceful coexistence is perhaps best symbolized by the application of seven U.S. senators for visas to Moscow, and the nation's do-nothing mood best typified by the closing session of a do-little Congress (*see below*): Tennessee's J. Percy Priest, in his mountain tenor, led the House in singing *Let the Rest of the World Go By*.

Nobody seems mad at anything but the weather—except Toots Shor, who slapped a \$1.1 million libel suit against his rival restaurateur, Sherman (Stork Club) Billingsley, for allegedly remarking of Shor: "I wish I had all the money he owes." Shor took this as an insult, although it could well be taken as a compliment in Texas, where oil millionaire Sid

Richardson claims that people measure a man's wealth by the amount of money he owes the banks. But Texas standards cannot be applied in New York; a man from Dallas who drove to Manhattan for a quiet vacation with his wife and child parked in the wrong place. His car was towed away and impounded; moreover, the police found a gun in it (Texans often carry them to shoot jack rabbits and armadillos that pop up along the road). The upshot was that he had to pay \$15 for a parking ticket, \$10 for towing service, \$1 a day for parking in the impounding lot—and was held in \$500 bail for violating the Sullivan Law despite his explanation that Texas lets people carry guns without a license.

Iowa and Nebraska farmers are having trouble explaining the U.S. system of crop loans and price supports to the visiting Soviet farm experts. Why, the Russians keep asking, does the government allow a farmer to keep a crop after he has borrowed on it, and then pay him for storage? Evidently the poor Russians have had their minds so twisted by Communism's stereotyped thinking that the sharp, clear logic of democracy befuddles them.

New Yorkers are mourning the death of the Third Avenue El, grown obsolete, like the streetcar, the horse and homemade bread. Many hated to see it go, just as many might mourn the disappearance of the sort of old-fashioned American vituperation which Samuel Hopkins Adams has disinterred in his popular new book about his grandfather ("gyp-pos, pikies and swingkettles," the elder Adams would swear, "inglers, makebates, dawpluckers and bunghole sippers"); gone, too, was his sort of homespun wisdom: "Only a wastethrift would plane the underside of a privy seat."

But if Americans no longer talk so colorfully, Unioneer Walter Reuther demonstrated that they can still think grandiosely. When a reporter asked him what his next goal was, after the guaranteed annual wage, Reuther did not bat an eye. "Personally, I'd favor a four-day week," he said. "Then you begin to give people the real benefits of progress through a longer weekend. Work will be a hobby for the laboring man, who will be preoccupied with culture." The idea was as wildly fantastic as would have been a few years ago the notion that the government would ever underwrite a man-made moon. But at least it was symptomatic of the expansive feeling of the great sprawling, powerful, peaceful, prosperous giant that is America in midsummer 1955—a nation whose mood is best summed up by three words: "Ike, Peace and Prosperity."

DIRTY WORK ON THE ROADS

The authors of our Constitution (and Philadelphia was hot that summer, too) gave Congress the power "to establish postroads." But the 84th, before adjourning last week, proved incapable of exercising that power. Its failure to pass a new highway bill was as scandalous a show of political incompetence as our democracy has seen in years.

As every licensed driver knows (about 75 million of us) the need for new highways is desperate. More than half our primary road system was built for the cars and speeds of 20 and 30 years ago. As a recent LIFE article pointed out (May 30), obsolete highways add an unnecessary one or two cents to the cost of every single car-mile in extra gas, oil, tire wear and lost time. The President last week called new highways "absolutely vital to our future," and he is right.

The President had proposed a vast road-building program to cost \$54 billion (over and above normal expenditures) during the next decade. The federal portion of this expense was to be partly financed by special bonds. This debatable feature

caused the Democrats to offer their own pay-as-you-go bill, calling for increased federal taxes on gas and especially on trucks. But having dumped the Republican bill, the Democratic leaders of Congress failed to reckon with the membership's poltroonery in the face of pressure from the truckers' lobby. When the latter began grabbing lapels and mobilizing "grass-roots" telegrams, Republicans and Democrats alike simply forgot about the 75 million licensed drivers among us. Result: no bill at all.

So now our new highway system will have to wait until next session before it even gets started. So many more lives unnecessarily lost, so many more man-hours wasted in traffic jams, so many more nervous breakdowns. What is worse, there seems to be a chance that when Congress meets again, it may repeat the whole stupid fiasco. To prevent that, every car owner could do himself a service by letting his congressman know how he feels about our highways—preferably right after that Sunday evening drive home from the lake.



Soup on the Rocks!



M'm! M'm! Good!

Wait, don't go away! This you're going to like. Take a roomy glass—short or tall. Fill it up with ice cubes. Pour Campbell's Bouillon on the ice cubes, just as it comes from the can. That's soup on the rocks—and you'll enjoy it!

Take it straight—or experiment a bit. Add a dash of Worcestershire, a bit of lemon (peel or juice). Not that you have to—Campbell's Bouillon on the rocks doesn't need any doctoring.

Habit-forming? Sure it is. Such a pleasant habit—such a healthy habit. Cool, cool soup on the rocks. Refreshing! Satisfying! You'll like

it before meals, between meals—when you get home from work.

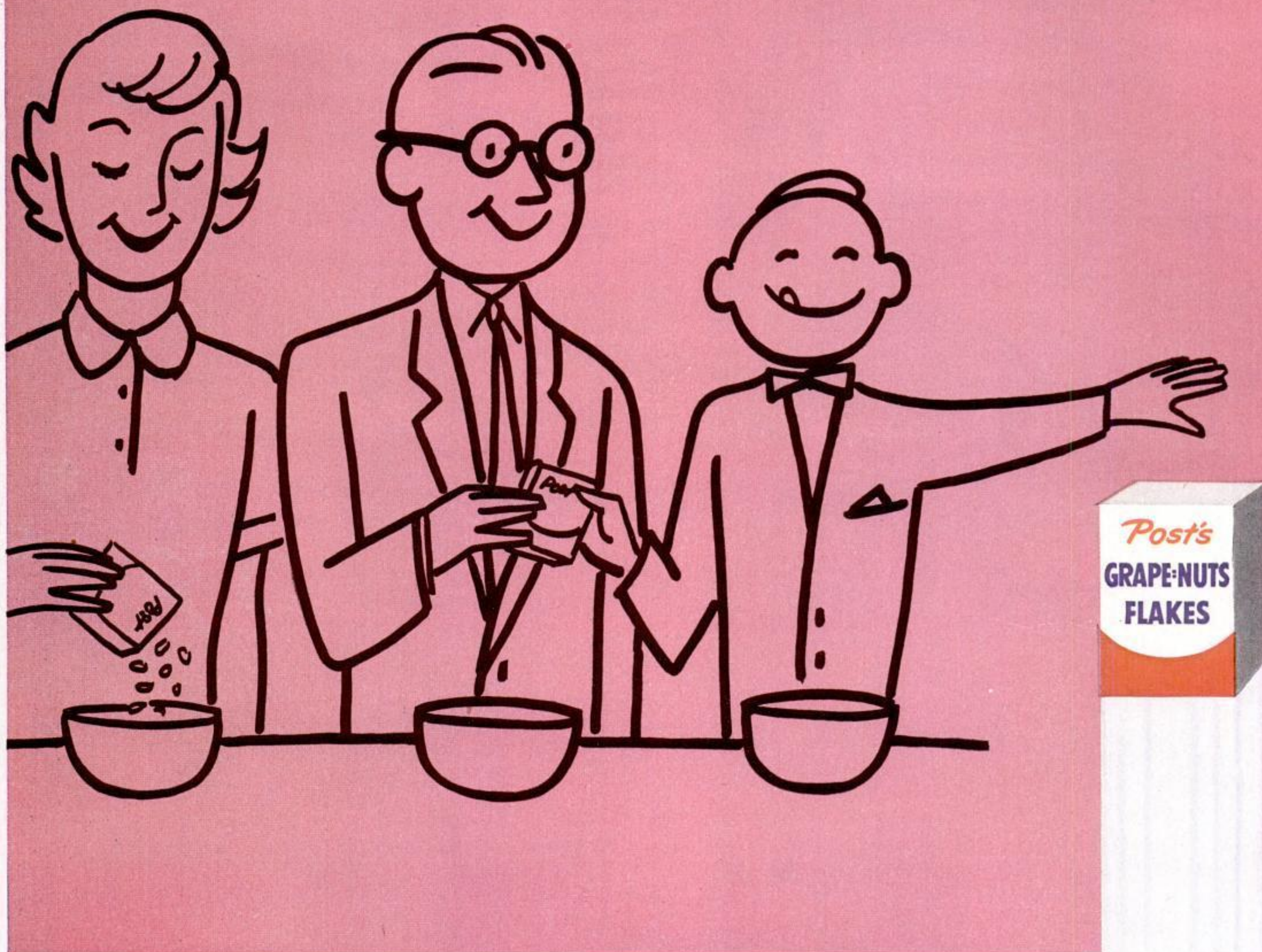
Have soup on the rocks whenever you need a quick low-calorie pickup. And serve it to the children any time—it's pleasantly inexpensive. But don't let us keep you—is there a can of Campbell's Bouillon Soup in the house? Break out the ice cubes—have soup on the rocks—right now!

YOUR BODY NEEDS . . .

PROTEINS—for growth and repair
VITAMINS and MINERALS—for vitality
CARBOHYDRATES—for energy
LIQUIDS—for your well-being

A VARIETY OF SOUPS SUPPLIES THEM ALL

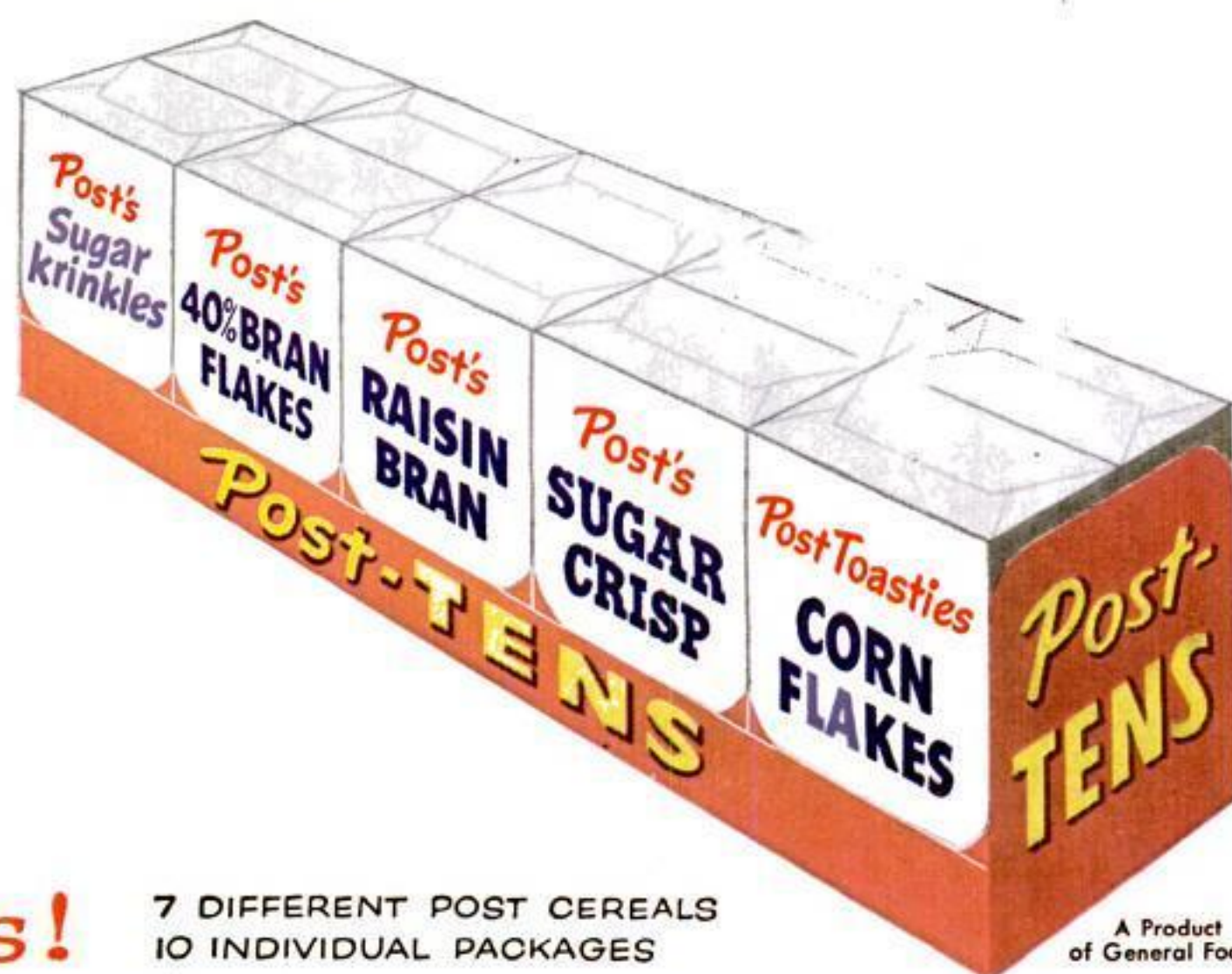
Once a day . . . every day . . . SOUP!



The more the merrier— you always get your **choice**

...your choice of the world's choicest cereals—in **Post Tens!**

Big family—or just yourself—Post Tens provides a choice and a change for every day in the week! Just pass along each one's favorite—maybe Grape-Nuts Flakes for “2-minute energy”—or one of the other Post Cereals. Every one is so good, so crispy fresh, so satisfying. Remember, only Post Tens gives you all 7 famous Post Cereals—so always ask for (and *get*) POST TENS!

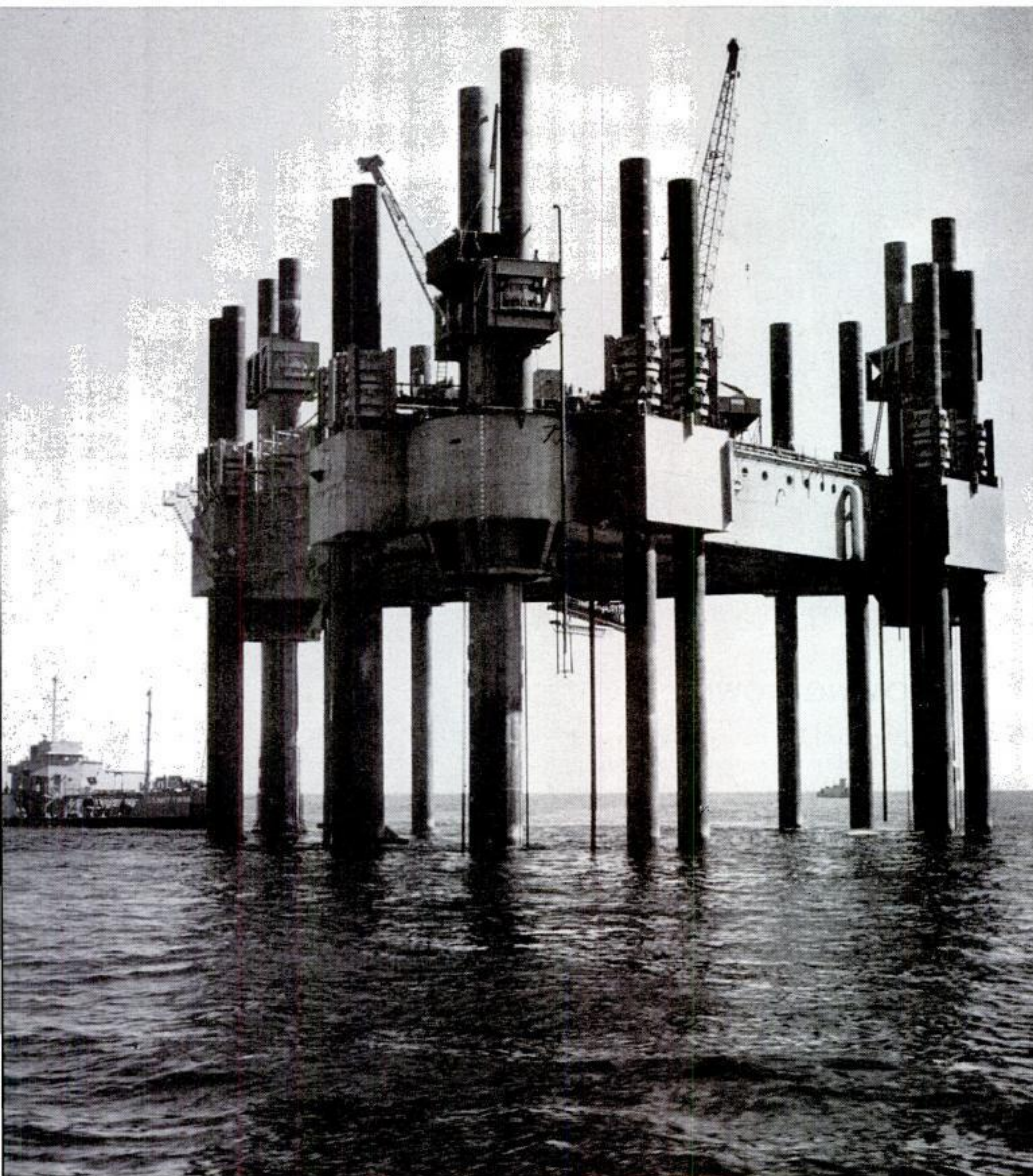


For goodness sake — get **Post Tens!**

7 DIFFERENT POST CEREALS
10 INDIVIDUAL PACKAGES

A Product
of General Foods

A LOOK AT THE WORLD'S WEEK

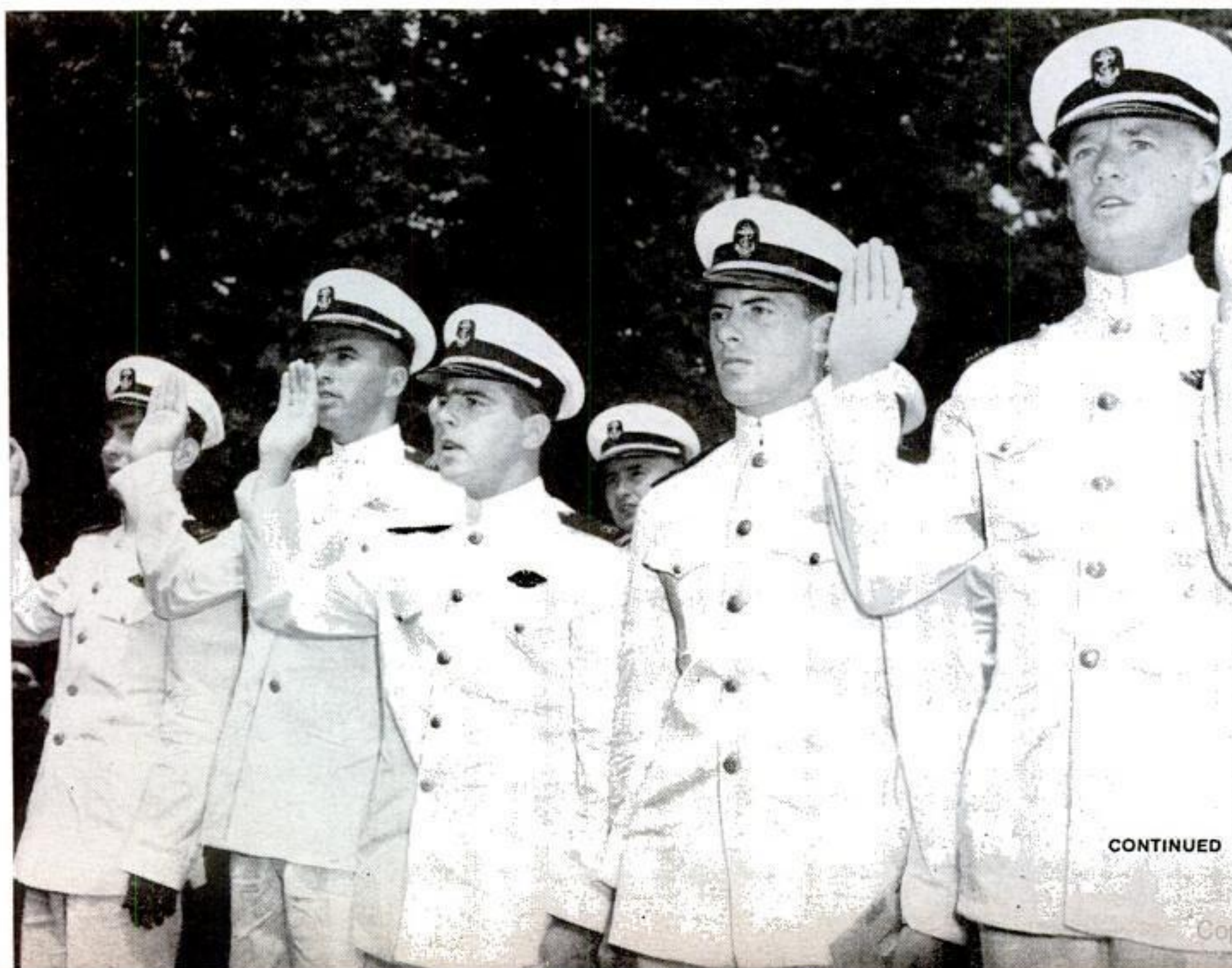


THE FIRST RADAR ISLAND GOING UP AT SEA

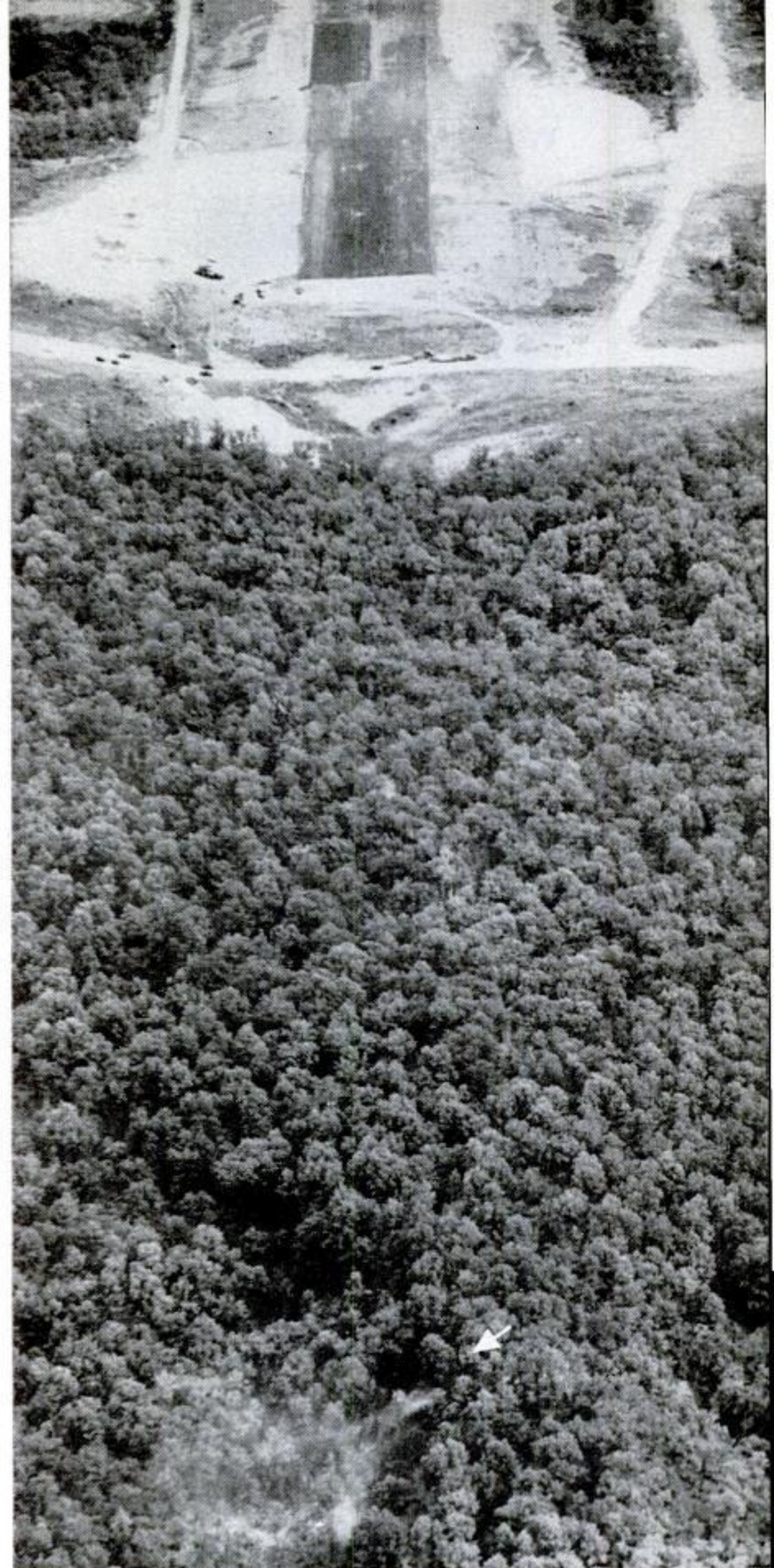
At sea, 110 miles off Cape Cod, the first of the U.S. "radar islands" (LIFE, May 30) was taking shape. The island's basic structure was floated out and its long pilings, on which the island's deck is set, were jacked down to the continental shelf 50 feet below the surface.

AN EX-COMMUNIST'S SON DENIED A COMMISSION

Honor student Eugene W. Landy stood hands at sides when his Merchant Marine Academy class took oaths as naval reserve ensigns. The Navy had denied Landy a commission because his mother was once a Red and "he was . . . close to her." It will, however, review the case.



CONTINUED



A FATAL AIRPLANE CRASH CLOSE TO SAFETY

Afire over the Ozark hills an American Airlines Convair hunted safety. It made one pass at a small airport, then reached for the longer strip at Fort Leonard Wood. It was only 400 yards and 10 seconds from safety when it crashed in the woods. All 30 people aboard were killed.



CAUGHT AND WITH HIS PANTS COMING DOWN

In Buffalo, N.Y. bandit Sylvester Mazella and two pals trapped a Brink's armored car carrying \$498,500 and were, briefly, close to riches. But, panicky, they scooped up only \$160,000,

forgot where they had left the getaway car and dropped the loot. Mazella, captured, was taken off to jail in such a hurry that, in the rush, he seemed in imminent danger of losing his pants.

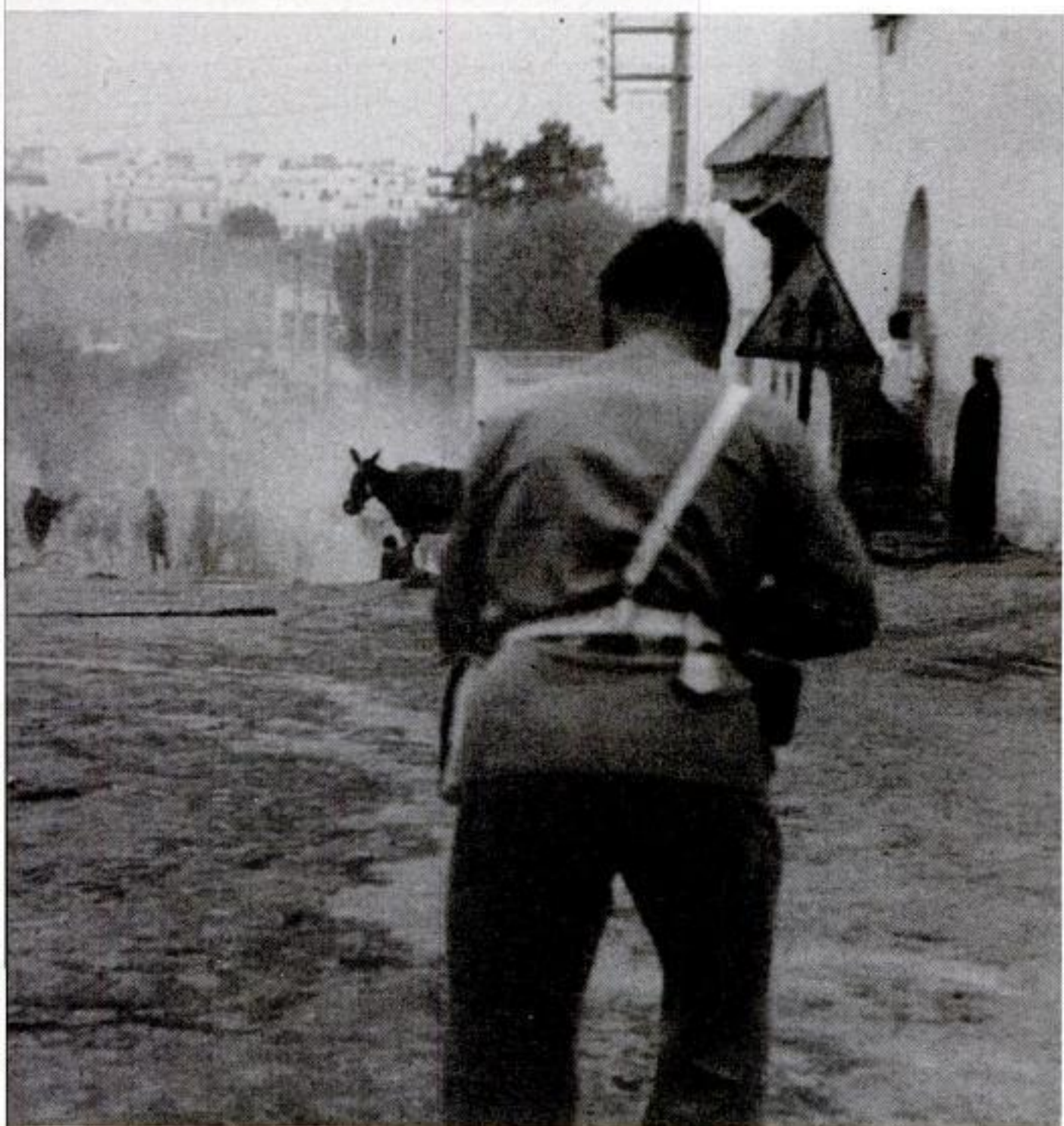


A NAVAL 'HERO' OFF TO THE BRIG

What went on in Seaman James McNiven McSporrans' mind may never be known. Aboard H.M.S. *Berry Head* he walked across the deck and socked Admiral John W. M. Eaton. His mates said it was the heat. But McSporrans said nothing. Looking enigmatic (*center, above*), he marched off to a two-year term in the brig and undying fame as a hero of the Royal Navy.

BLASTING CLEAR → A STREET IN MOROCCO

In Meknès, Morocco (*opposite page*) France's gendarmery demonstrated one way to clear a street. Nationalists were trying to reach the town's center. An officer (*top right*) called on them to disperse. When the crowd jeered its refusal, gendarmes (*middle*) fired. The crowd (*bottom*) dispersed. In this and in resulting riots an estimated 30 were killed, 250 injured.



FOR HOT WEATHER

New greaseless anti-perspirant that lets your skin "breathe"

EXTRA-EFFECTIVE
REFRESHING
GOES ON DRY!

- Underarms are absolutely dry in seconds—*stay dry!*
- Stops perspiration odor
- Unique new formula contains no acid—nothing to stop skin's natural "breathing"
- Cooling—glides over skin!

It's this summer's sensation! New Fresh Stick Deodorant! Goes on dry—without a trace of greasiness... without a drop of moisture. Non-acid! Contains nothing to stop skin's natural "breathing."

Yet Fresh Stick is extra-effective. It won't wear off when you bake on the beach—under the hottest summer sun.

You're protected—all day—even when the mercury soars to 90°. No danger of offending even after hours in swimming.

Refreshing! Cooling!

Fresh Stick feels refreshing as a morning shower... and leaves skin invigorated.

No greasy fingers!
No messy drip!
Glides on—smooth as silk.



Handy plastic push-up tube holds stick. Your fingers never touch it. Fresh Stick is so neat—why bother with messy liquids or creams!

Fresh Stick has a light, clear fragrance, too. A clean—fresh bouquet.

No heavy masking perfume! No strong odor to linger about you!

Think of it! Extra-effective protection without any deodorant unpleasantness! Use new Fresh Stick every day.

"Won't spill or leak—ideal for travel,"

say vacationers everywhere.



"The perfect size to tuck in my toilet kit. No messiness when you use Fresh Stick," says Mrs. D. C. Bartindale, New York.



"Fresh Stick protects me all through my busy tourist days—no matter how hot or rushed I am," says Miss Shirley Morningstar, Mich.



"The air-traveler's dream," says Miss Jeanne Smith, Mississippi. *"Won't leak. Fresh Stick goes on dry. So speedy. So easy to use."*

No other deodorant stick like it! Fresh Stick is the first and only full-strength anti-perspirant stick that contains:

- no messy greasiness
- no corrosive acid salts (that ruin clothes)
- nothing to interfere with skin's natural "breathing"

NEW *Fresh* STICK

Certified safe for fabrics by
American Institute of Laundering



Fresh is a registered trademark of Pharma-Craft Corporation. Also distributed in Canada.

One of the good things of life any American family can enjoy



HERE'S MEAL-MAGIC! Delicious food of your own selection, served hot, freshly-cooked in the friendly, inviting "dining room" of your train!



SLEEP COMES EASY in these man-size Pullman beds! Every attention at the push of a button. Forget highways, traffic, weather.

A thrilling adventure for youngsters, a restful treat for mother and dad. No other form of travel is so safe, so sure, so comfortable.

Have you been on a Pullman lately? Do you know the feeling of restful peace and quiet that comes to you—the moment you step aboard? Have you seen what modern design has done to make every minute of your trip one of pure enjoyment?

Come aboard this modern miracle of safe, secure travel. Leave all your cares behind. Here in the privacy and cleanliness of your own accommodations, you'll really *live* while traveling.

Here is service that equals that of the finest hotels. Tempting foods in appetizing variety, served hot from spotless rolling kitchens. Cooked to a turn by expert chefs.

Here is complete relief from nervous tension, complete freedom from highway traffic hazards and weather worries. Here is air-conditioned comfort, adjustable to your own desires.

And here is *speed with safety*. For

Pullman is the fastest form of land travel—with no mile-wasting stops for eating and sleeping.

Nowhere in the world, will you find travel so suited to the needs and wishes of the American family. Nowhere, such a complete combination of comforts and services to make you all feel at home.

This year, when you plan your vacation, let your Pullman Ticket Agent tell you how little it costs to enjoy this family way of *safe* travel. Let him show you why Pullman travel is truly one of the good things of life every American family should enjoy.

Your local Ticket Agent will help you these 5 ways: 1. Provide information on routes, schedules, Pullman accommodations and fares. 2. Make your Pullman reservations, going and returning. 3. Furnish your rail and Pullman tickets. 4. Assist you in planning stopovers and side-trips. 5. Have a "rent-a-car" reserved for you at your destination, if you wish.



PRESTO-CHANGE-O! Awake refreshed! Watch the beautiful, ever-changing American scene pass before your huge, private Pullman picture window! You're nearing your destination—right on time—and there's a private "rent-a-car" waiting just for you, if you wish!

You're safe and sure when you travel by
Pullman
COSTS LESS THAN YOU THINK





CUPS AND SAUCERS FILLED WITH SQUEALING CHILDREN AS PAYING GUESTS WHIRL THROUGH PARK'S FANTASYLAND AT DISNEY'S "MAD HATTER'S TEA PARTY"

DISNEYLAND

Uncle Walt packs his new park with the stuff children's dreams are made on

It may be more than the kids can bear. It has an Adventureland from Tahiti, a Frontierland entered through the log gates of an old fort complete with a Davy Crockett museum, a Fantasyland full of Snow White, Peter Pan, Sleeping Beauty and all their associates, and a Tomorrowland with a Space Port. Walt Disney arranged it all, of course, and then named it Disneyland. Sprawled over 160 acres at Anaheim, Calif., 23 miles southeast of Los Angeles, it is easily the most lavish amusement park on earth.

The principal problem seemed to be getting through the place. On

opening day three weeks ago a mob of small and large fry started lining up at 2 a.m., eight hours before the turnstiles began clicking. By midafternoon there were 20,000 paying customers milling about the "lands" and queued up to travel over or around them in such vehicular wonders as whirling teacups and Mr. Toad's motorcar. Disney had expected that \$2 would see a child through enough of his \$17 million wonderland, but mothers said twice that was needed to keep any enterprising small boy pacified. They added, as they emerged spent and spinning, that it was probably well worth it.

PHOTOGRAPHED FOR LIFE BY LOOMIS DEAN AND ALLAN GRANT

CONTINUED

Copyrighted material

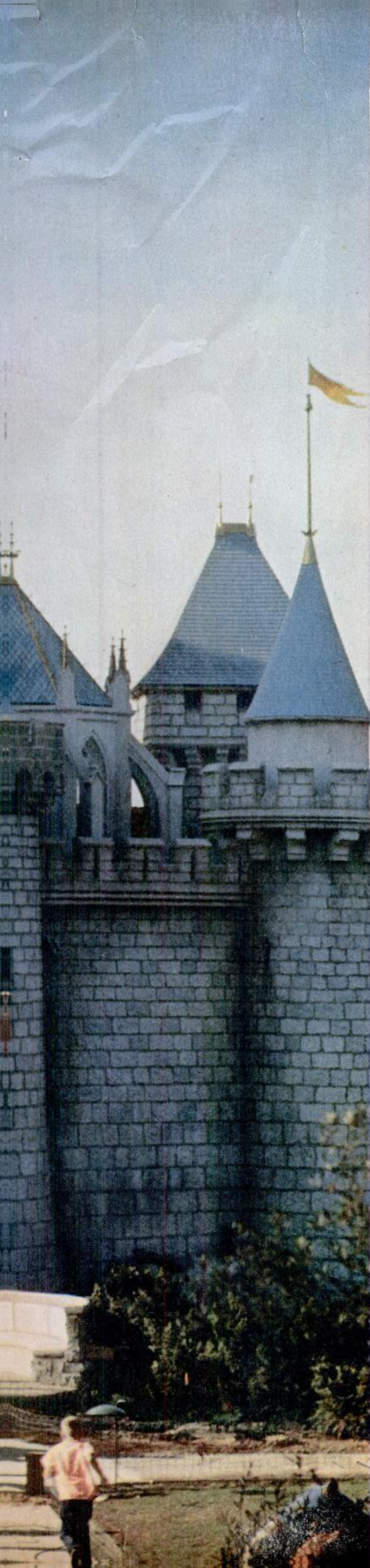


QUIZZICAL GIRAFFE peers down at children in sightseeing river boats as they circle jungle island in Adventureland filled with mechanical wild life.



HUNGRY HIPPOPOTAMUS surfaces and snaps open his hydraulically controlled jaws. Passing boat triggered a release which brought him into sight.





CHILDREN'S SALOON, the Golden Horseshoe, is operated by a soft drink concessionaire who sells only sandwiches and his own beverage. To entertain

young tosspots, Disney has provided a 45-minute frontier saloon show with cancan dancers, Irish ballad singers and a hostess named Slue Foot Sue.



← **SLEEPING BEAUTY'S CASTLE** in Fantasyland is overrun by children crossing drawbridge over moat. Inside, Disney plans a model torture chamber.

CIRCUS TRAIN is exact replica of Casey Jr. used in Disney's movie *Dumbo*. Beneath it, in Disney-dredged waterway, passes a boatload of canal riders.

CONTINUED



PAINTED DESERT in Frontierland is populated by Indians, cowboys, cattle and horses. Its best rides are by stagecoach, Conestoga wagon and buckboard.

Here dude ranchers ford a stream in a wagon as Indians line banks, standing motionless to avoid scaring horses, who wrecked one stagecoach out of fright.

The first canned dog food good enough to be labeled "Gaines" is HERE



**NEW GAINES OFFERS A COMBINATION OF NOURISHMENT AND
FLAVOR UNMATCHED BY ANY OTHER CANNED DOG FOOD!**

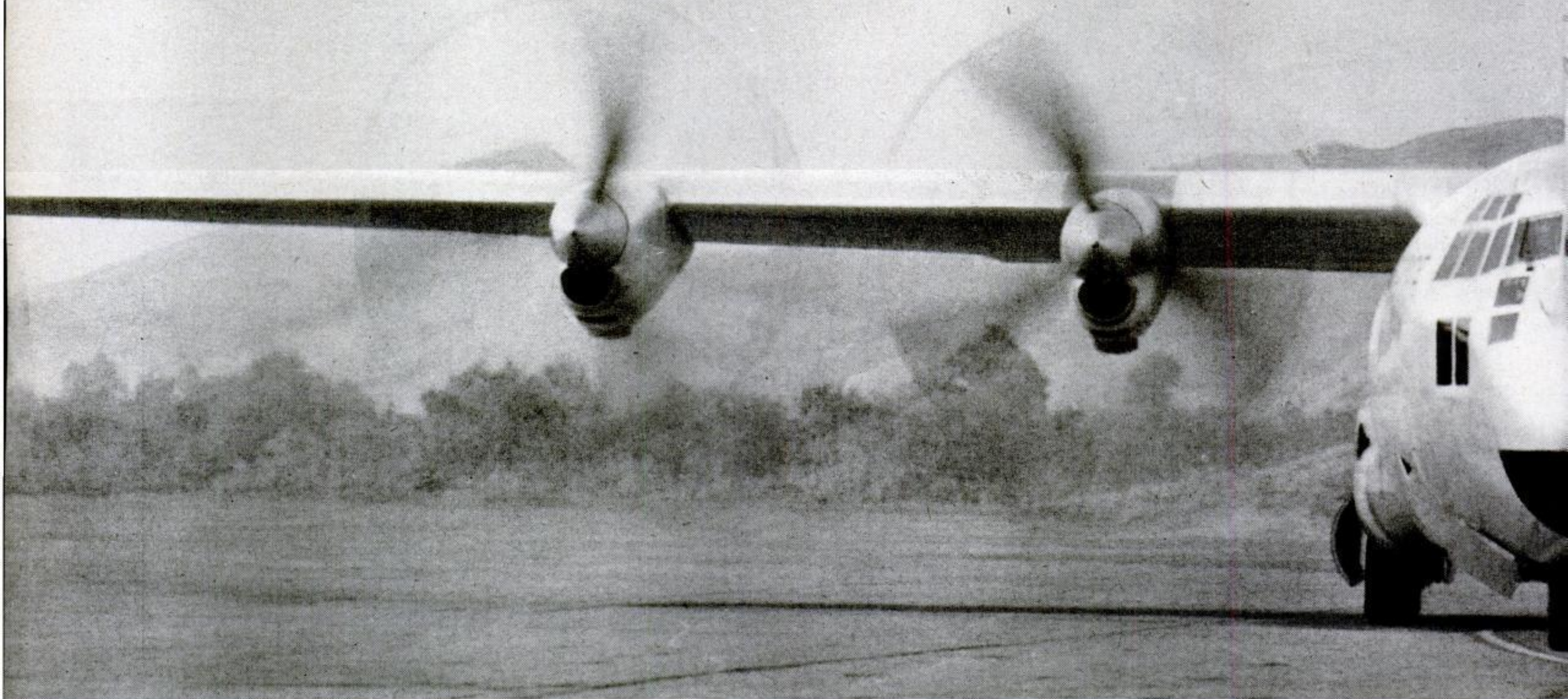
Now from Gaines—world leader in dog nutrition—comes a totally new concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, *dl*-Methionine, to make *more of the vital protein* available to your dog . . . protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals and *dl*-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct!*

Gaines

NOURISHES EVERY INCH OF YOUR DOG!



A Product of General Foods



MISSION: TACTICAL AIR MOBILITY. Mobility of men and materiel is a vital problem in the new atomic era. For this mobility, the Air Force needs a high-speed, low-slung combat cargo plane that can use even short, improvised runways and make fast parachute drops. The new C-130 Hercules with advanced turbo-prop power (Allison T-56 engines with 3750 horsepower) will do all this. The Hercules is now in production at Lockheed's Georgia Division, Marietta, Ga., America's first turbo-prop production line for transports.

A Pentagon Secret

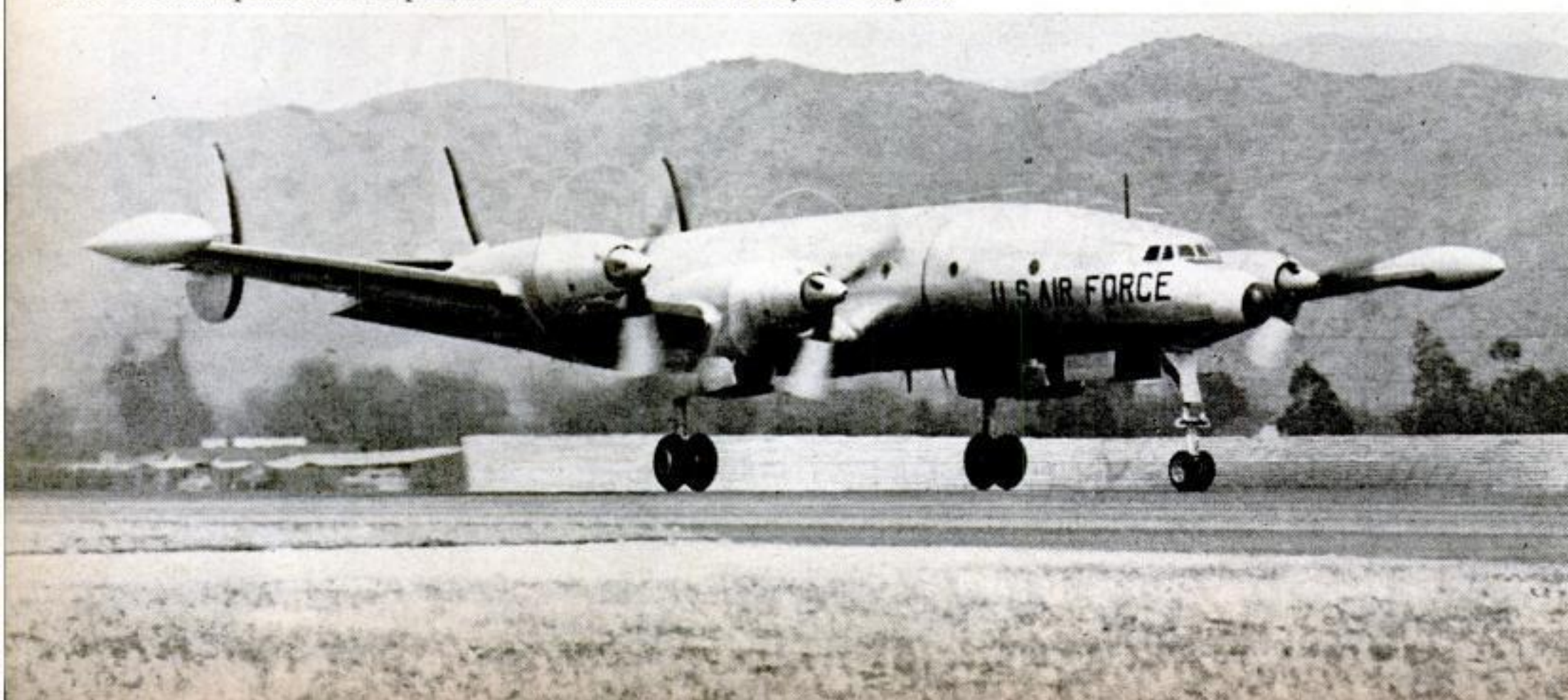
If you were in the vicinity of Alamogordo, Inyokern, Dayton, Muroc Dry Lake or Patuxent River, you would hear new sounds and see strange shapes in the skies. These and other military research centers are constantly testing the new flight forms developed jointly by industry and the military—admirals, generals and thousands of officers and enlisted men under their supervision.

The unique talent of our military executives to mobilize science and industry is the Pentagon secret. In this fast-moving age, our defense needs are ever-changing. This requires new weapons, new aircraft, and whole new concepts of defense. The job of planning and developing these is now the biggest business in the world. In dollar volume alone, our Pentagon budget this year is greater than the total output of any industry in the world.

Our new defense devices are more complex, too—far more complicated than any consumer product. Each is designed to perform a special and difficult mission. And each originally presented our military executives with a major problem in planning, designing, development and production. Typical are the products illustrated on these two pages.

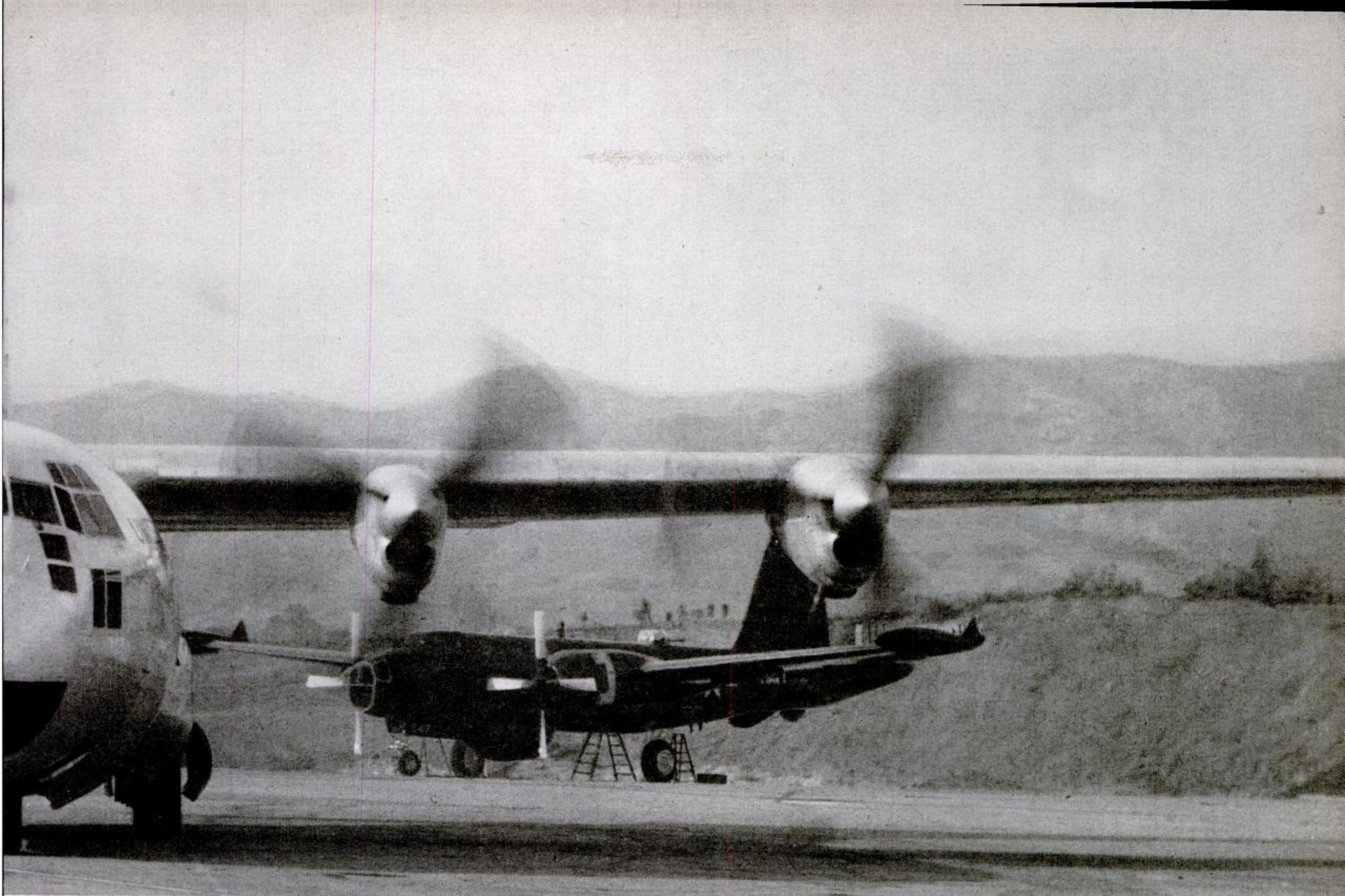
IF YOU'RE A YOUNG MAN, 17 TO 28, INVESTIGATE MILITARY AVIATION AS A CAREER

MISSION: POWER RESEARCH. To prove how even advanced turbo-prop engines could be used on existing air frames designed for piston power, the Navy and Air Force selected Super Constellations (below). Result: these Super Constellations are the world's fastest propeller-driven airplanes and are now flying for our military. Lockheed is leading the industry in turbo-prop power. Look for the new Lockheed Electra commercial transport with this advanced power. Already ordered in quantity by American Airlines, this advanced airliner promises speeds up to 100 mph faster than commercial transports now in service, and amazing new operating economies for airlines. For travelers throughout the world, the Electra will provide quicker schedules, quieter comfort. Lockheed's vast experience in turbo-prop aircraft will make possible record production schedules for this wholly-new airplane.



MISSION: MISSILE SUPREMACY. Ultimate goal of the research and development at Lockheed's Missile Systems Division is a completely reliable, broadly versatile array of guided missiles. Lockheed's MSD has more than 2,000 topflight scientists, physicists, nuclear physicists, engineers and technicians covering virtually every field of science. Now operating at three widespread research centers: Van Nuys, Calif., Alamogordo, N. M., and Patrick Air Force Base, Fla.





MISSION: INTERCEPTION. (Right) This condensation trail is a phenomenon caused by great speed at high altitude—symbol of the Air Force's new F-104 Fighter. This amazing supersonic Lockheed interceptor is too secret to photograph. It was designed to destroy any aggressor even at high altitudes.

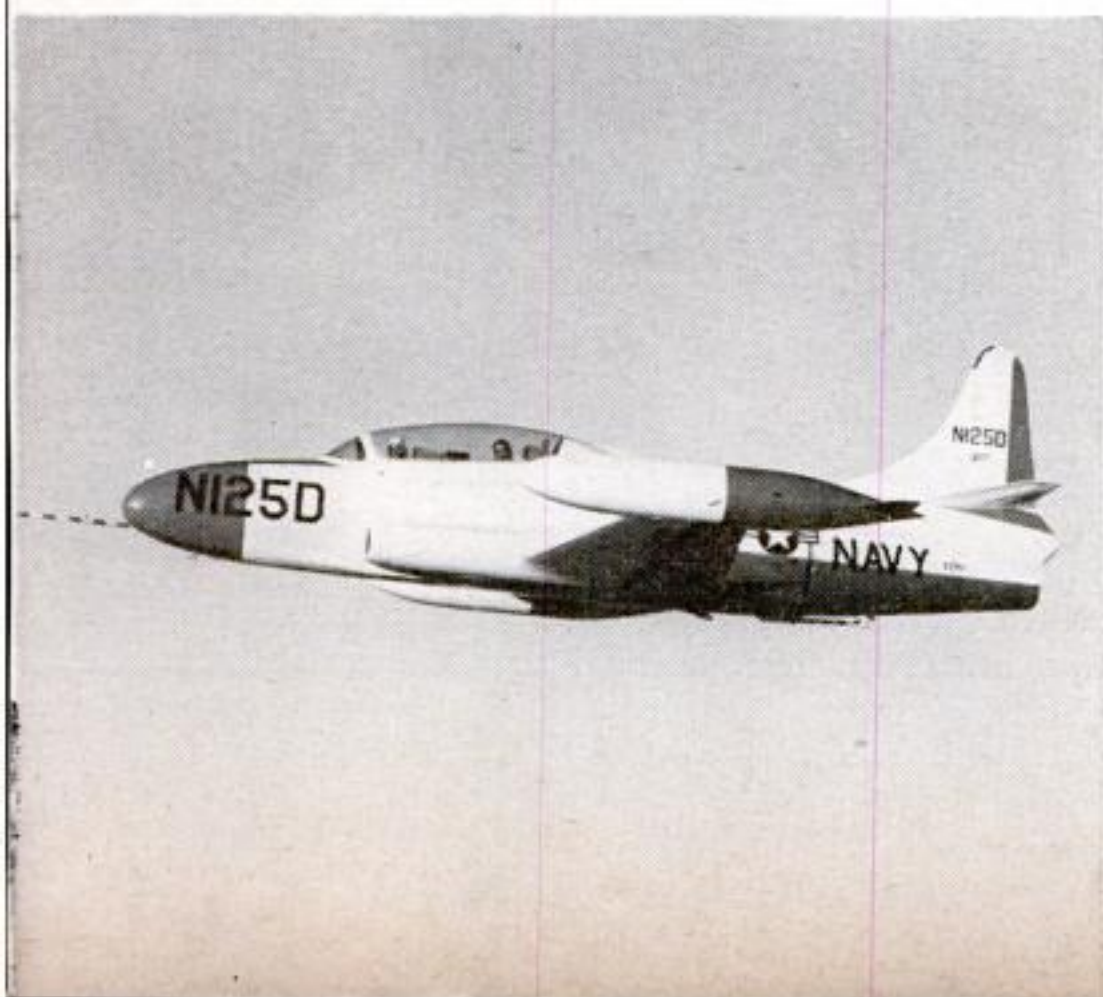
Lockheed

AIRCRAFT CORPORATION

California Division, Burbank, Calif.
Georgia Division, Marietta, Ga.
Missile Systems Division, Van Nuys, Calif.
Lockheed Air Terminal, Burbank
Lockheed Aircraft Service, Burbank

LOOK TO LOCKHEED FOR LEADERSHIP

MISSION: JET TRAINING. Aircraft carrier jet fighters require highly skilled pilots and, to train them, the U. S. Navy needed the world's safest jet trainer. The new T2V-1, the Navy's first carrier jet trainer (below), is a product of close Navy-Lockheed cooperation. Flying about 600 mph, it can land under 100. Better visibility and a raised empennage for improved control are just two of this trainer's many new safety features.



MISSION: EARLY ENEMY DETECTION. Radar is like human sight—it cannot “see” beyond the horizon. So, like climbing a mountain for a better view, the Navy and Air Force “go upstairs” with their radar stations on Super Constellations—long-range planes capable of carrying tons of 360° radar. Result: more hours of earlier warning. Below, Navy crews at Pearl Harbor pass inspection near their Early Warning Super Constellations.



MISSION: COASTAL PROTECTION. No other nation has so much coastline to protect from submarine or air attack. The Navy and Lockheed have continuously developed Neptune Patrol Bombers (P2V) for this mission. In addition to high speed and long range, this plane (below) typifies Lockheed's leadership in the application of electronics to aircraft.

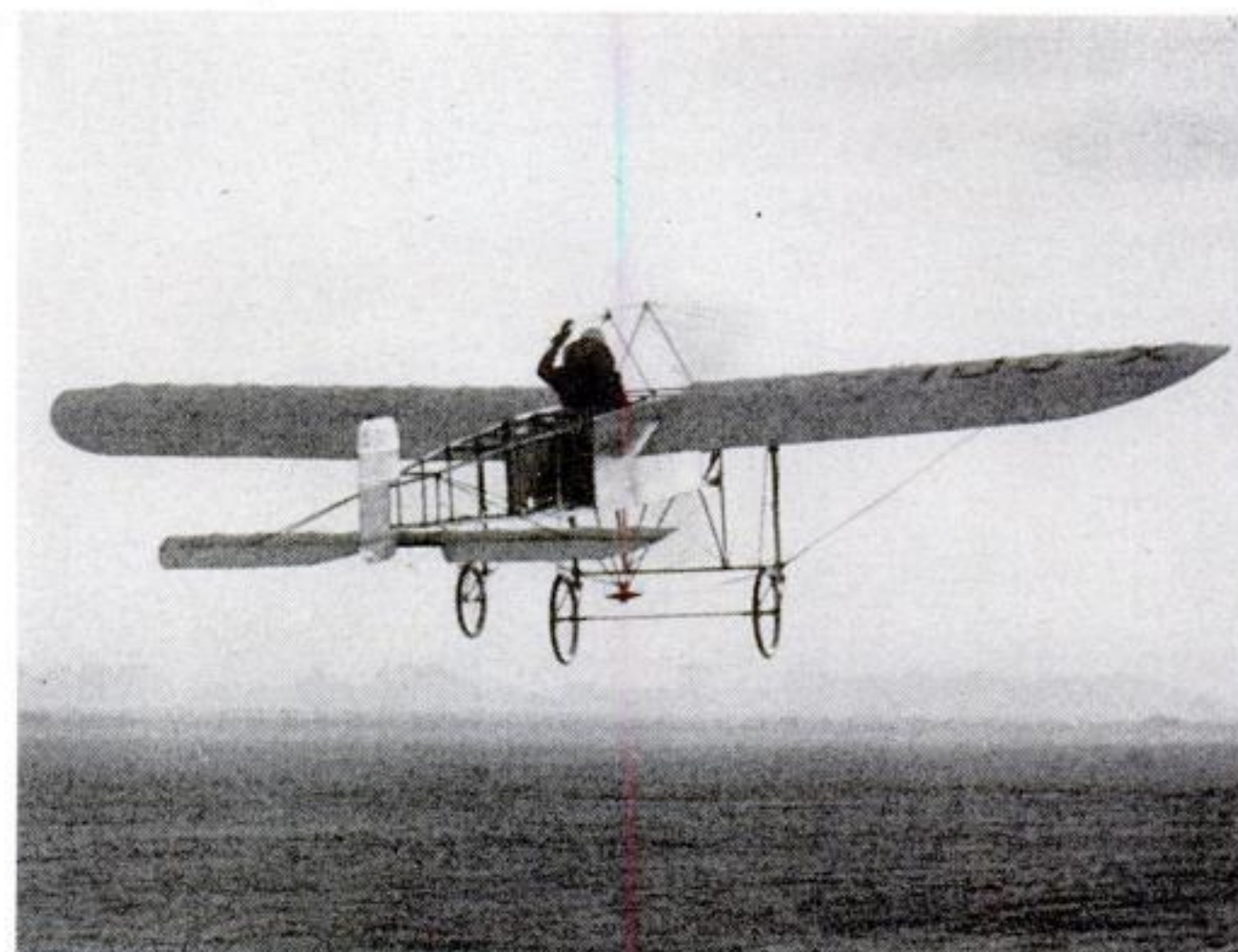


*Our message is in this bottle.
 Every delicious ounce of it.
 It's very simple: Bireley's
 fresh fruit flavor drink is
 not only good going down.
 It always agrees with
 you. Bireley's, you see, is
 non-carbonated.*

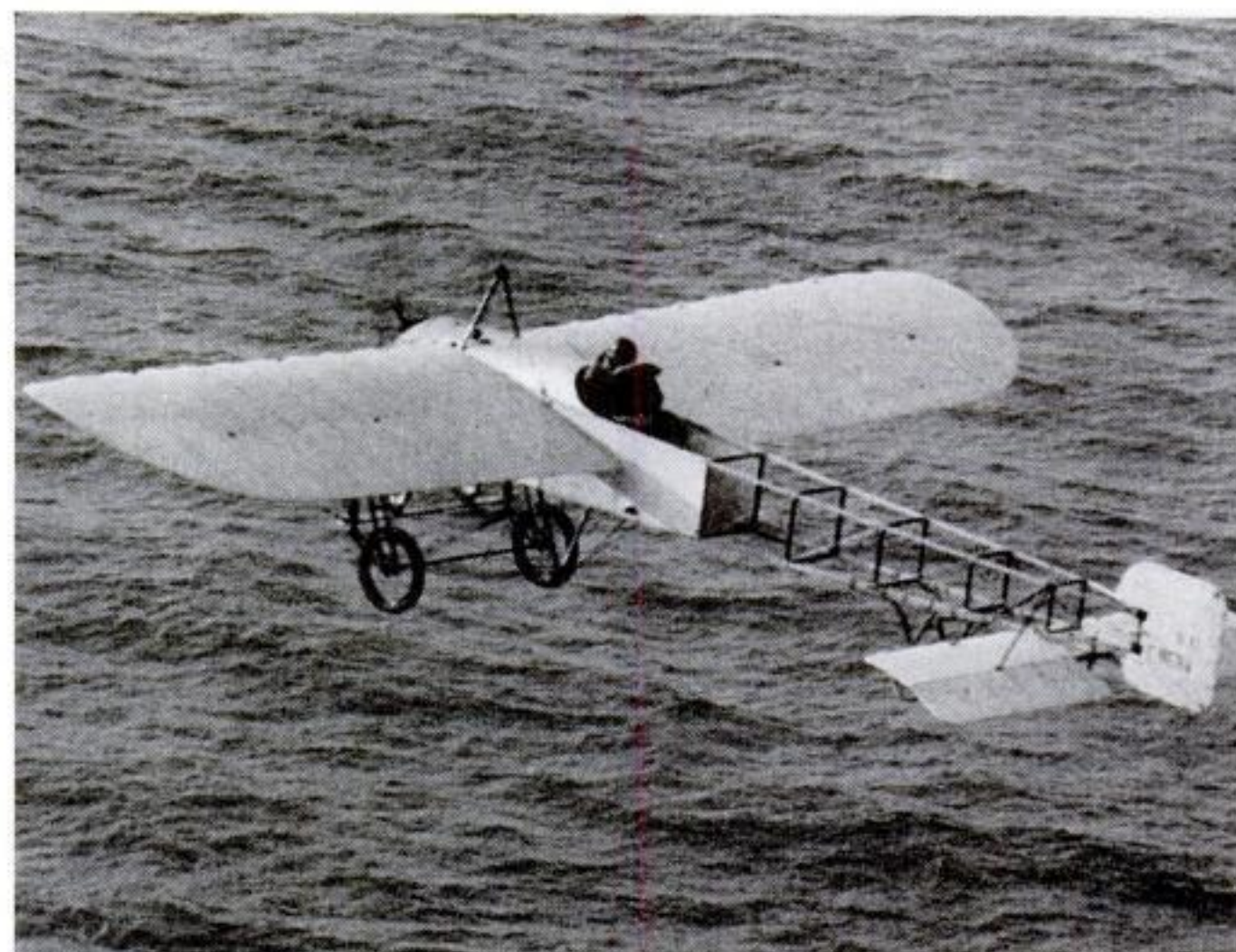
*Taste our
 message.*



Bireley's Orange Drink • It's non-carbonated
A General Foods Product



DE LA BRUYERE WAVES HAPPILY IN TRIUMPH AFTER HE IS AIRBORNE

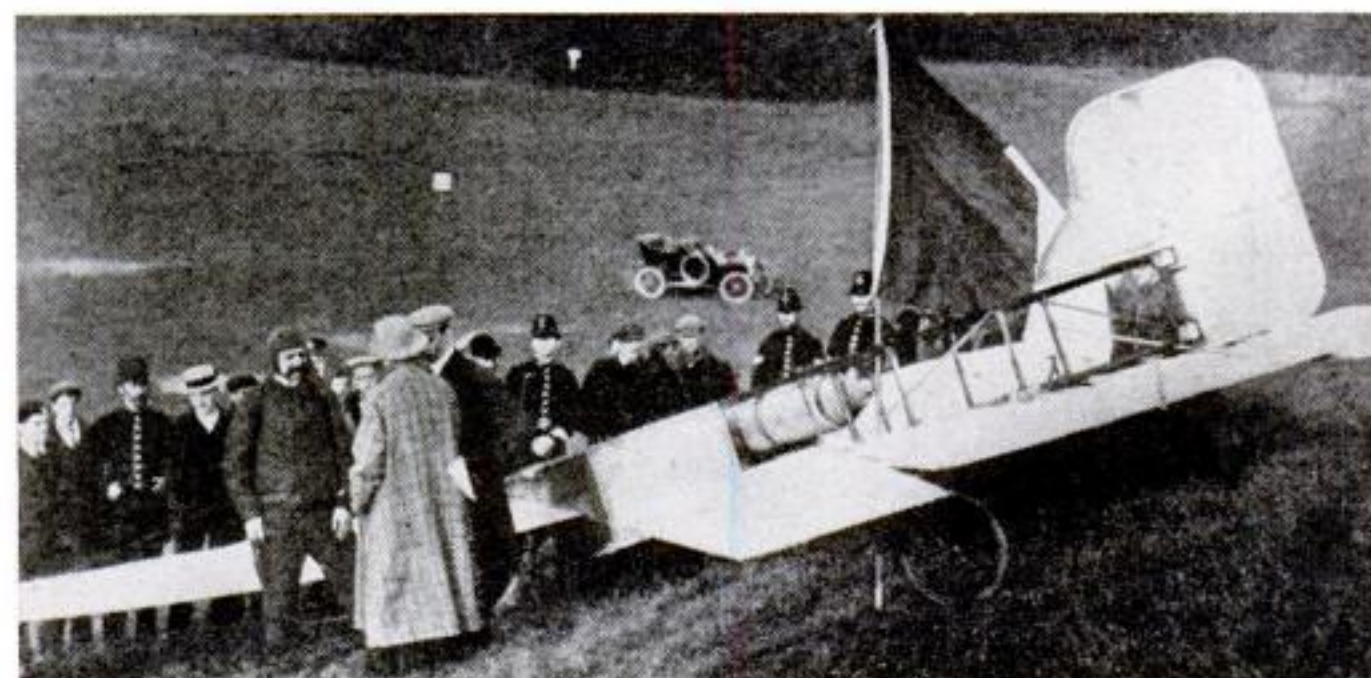


SALIS HAD TROUBLE IN FLIGHT WHEN ENGINE OIL FOGGED HIS GOGGLES

FAMOUS HOP REHOPPED

Two replicas of Blériot's airplane fly Channel

Forty-six years after Louis Blériot made the first airplane flight across the English Channel, two aeronauts repeated the feat in replicas of the French aeronaut's glue-and-canvas flying machine. Jean Salis, a 59-year-old French airport owner, friend of Blériot and an oldtime flier himself, had built his airplane for a movie. Jean de la Bruyère, a 27-year-old amateur pilot, acquired his in Canada from University of Alberta students who had built it as a study project. Both planes made it from Calais to Dover. But despite more powerful engines, neither bettered Blériot's 37-minute time for the historic 25-mile crossing.



BLERIOT'S CROSSING ended in a crash on Dover Castle's grounds. The flier (in helmet) won a \$5,000 prize. His imitators got nothing but fun.

A great
new tu-tone
PAPER-MATE
(TRADEMARK)

styled in the
multimillion-dollar
new car colors!

6 NEW FEATURES

New durable tenite stays colorful and bright • New WIDCO* ink ends "stop-and-go" writing • New silvered tip starts faster, writes smoother • New one-click, positive-retractor action • New "hold-fast" clip stays tension-tight • New choice of fine or medium point.

Match your new car with a
De Luxe **PAPER-MATE** pen.
(TRADEMARK)



Still only
\$ **1.69**

THE PAPER-MATE CAPRI SHOWN WITH THE TWO HEARTS IS A JEWELRY-FINISHED, LUXURY PEN. ONLY \$2.95.

GENUINE PAPER-MATE REFILLS AVAILABLE EVERYWHERE, 49¢.

Look for the two hearts on the clip. They mean genuine Paper-Mate quality.

Copr. 1955, Paper-Mate Co., Inc.



To Courtney Whitney
With admiration and affectionate regard.

Douglas MacArthur.

Tokyo - Jan. 1 - 1950

PART ONE OF FOUR PARTS:

MACARTHUR'S RENDEZVOUS WITH HISTORY

A close friend and aide reveals the man behind the towering public figure
and the story of Philippines' hidden war that helped redeem a great pledge

by MAJOR GENERAL COURTNEY WHITNEY

Douglas MacArthur is one of the towering public figures of our age. But despite all that has been written about him in the many phases of his career—as a great field commander, a remarkable chief of staff, a military governor without parallel in modern times, a uniquely powerful spokesman for causes close to him, always a strikingly individual personality—the man behind the public figure has never been revealed and his place in history is still hotly debated by his admirers and detractors. Now, however, a book written by his long-time aide and close friend, Major General Courtney Whitney (U.S.A., Ret.), gives an intimate view of the real MacArthur. And it authoritatively illuminates from MacArthur's point of view many of the vital and controversial issues of our time.

In writing his book Whitney has drawn not only on his own

eyewitness recollections but also on the papers of MacArthur. Thus he provides a documented record of the most dramatic period of MacArthur's life—from the beginning of World War II to the present. LIFE's serialization of *MacArthur's Rendezvous with History* begins with MacArthur in Australia, when he was starting on the road back to the conquered Philippines. It was at this point that Whitney joined his old friend. MacArthur had sent for him to take charge of a secret operation organizing guerrilla operations against the Japanese occupation forces on the Islands. In this first of four instalments taken from his book (which will be published in full by Alfred A. Knopf in January), Whitney tells for the first time the complete story of that hidden war and its part in helping MacArthur carry out his famous promise to return to the Philippines.

COPYRIGHT © 1955 BY TIME INC. ALL RIGHTS RESERVED UNDER PAN-AMERICAN AND INTERNATIONAL COPYRIGHT CONVENTIONS

THE first sound of freedom to come out of the Philippines since the fall of Corregidor on May 6, 1942 was a feeble Morse code signal sent by a guerrilla leader on July 10, 1942. The message was addressed to "General Douglas MacArthur." It was heard by an agent in Java and he quickly passed it along to MacArthur's headquarters in Brisbane, Australia.

The message read: "Detachments of Fil-American forces—we have not surrendered—are actively raiding northeast barrios and towns of Pangasinan, including Dagupan [central Luzon]. Radio censorship by Jap very rigid, resulting in almost complete ignorance of Filipinos of the true and correct status of the war. As remedy we disseminate information and words of encouragement through our pamphlet 'Bataan Fortnightly.' . . . Your victorious return is the nightly subject of prayer in every Filipino home. [Signed] Lieut. Colonel Nakar."

Nakar had been a battalion commander of the 14th Infantry, which was operating in the province of Nueva Vizcaya in north Luzon when Corregidor fell. His message was the first clear proof that loyal Filipinos, led by MacArthur's soldiers who had escaped capture, still fought on. It dramatically confirmed MacArthur's faith that they would, and he determined to do all in his power not only to support it but in time to exploit it as a powerful adjunct to Allied arms.

The people were waiting for him back there. His next targets would be Buna and Gona, Hollandia and the Admiralty Islands, Wewak and Wakde, Biak and Noemfoor. But they were minor, albeit necessary, objectives on the road to the Philippines. From the Philippines he could get his hands around the throat of the enemy and throttle him. On his arrival in Australia four months

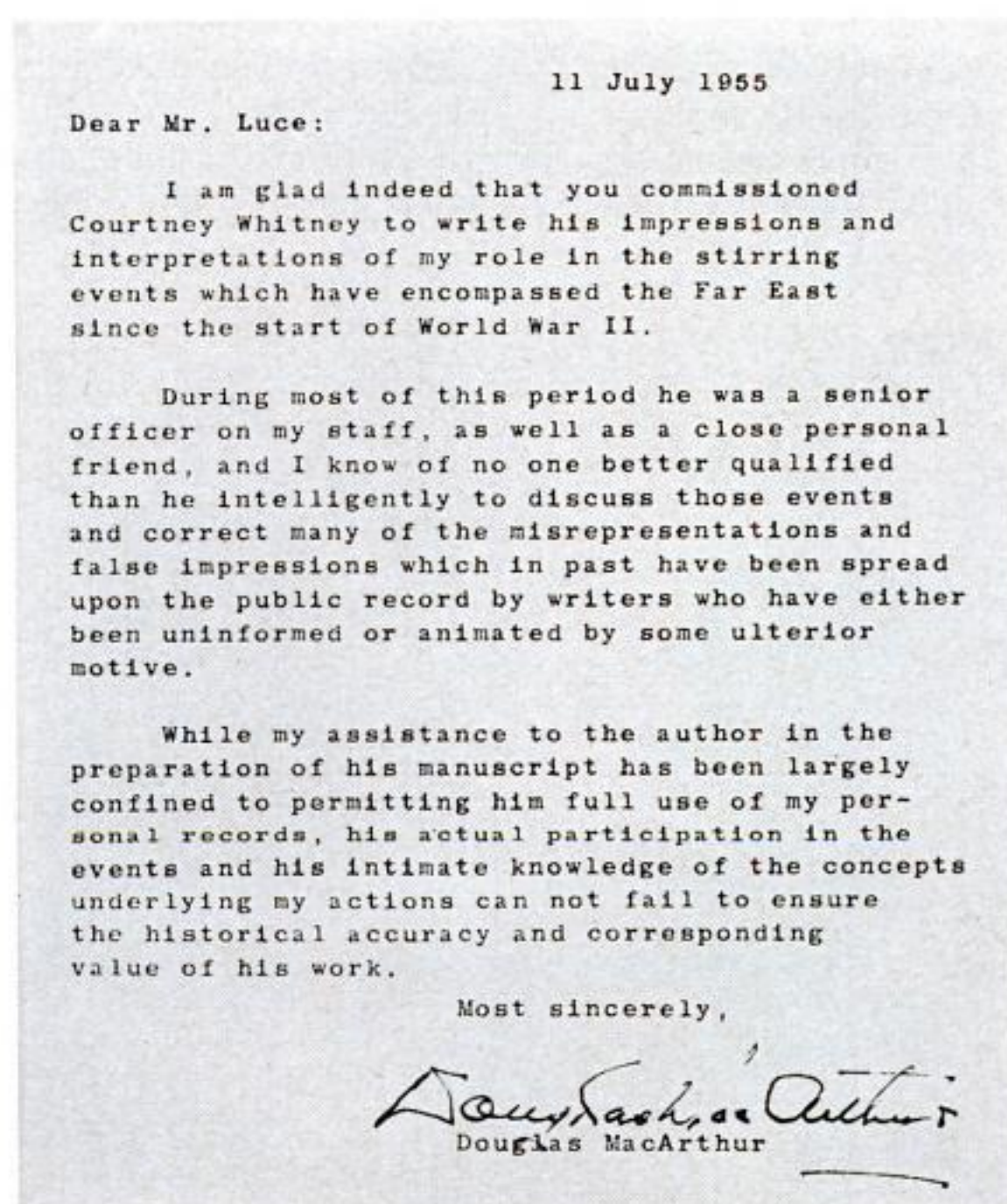
before, MacArthur had said, "I came through and *I shall return*." The islands that were now circled on his planning maps were but stepping-stones on the route of that return.

MacArthur responded to Nakar's message and received another from him telling something of enemy activity and the disposition of American and Filipino prisoners of war—and then Nakar was captured by the Japanese and put to death.

It was not until Nov. 2 when another signal came through. A listening post of the Royal Australian Air Force in northern Australia picked up a message from a Major Macario Peralta Jr., who had fought in the 61st Division on the island of Panay. Peralta reported that he had assumed command of guerrilla forces in the Visayan Islands. "Fourth Philippine Corps," he radioed, "consists of 61st Division, strength 8,000 men fully reorganized on Panay. . . . Humblest soldier has blind faith in you."

On Jan. 3 came a radio message from the Cagayan valley in north Luzon. It was signed by Captain Ralph B. Praeger, who had been commanding officer of Troop C of the 26th Cavalry at the time of Corregidor's surrender. "I can organize 5,000 able-bodied trainees, R.O.T.C.s and intelligence men," Praeger promised, "provided we would be furnished arms and ammunition." In the subsequent interchange with Praeger, MacArthur found that two more of his men, Lieut. Colonels Arthur Noble and Martin Moses, both from the 11th Philippine Division, had escaped from Bataan and were directing north Luzon guerrilla activities. Noble reported that he and Moses "have unified command, control approximately 6,000 guerrilla troops in provinces north of Manila."

The reports were now pouring in from



virtually every area of the Philippines. They showed MacArthur that his hidden ally was ready to pounce upon the enemy, but that first the ally needed arms, ammunition and a coordinated organization. This he set out to provide.

During this period I was in Washington, D.C. I had gone to the U.S. in order to spend some time with my wife and two sons whom I had sent home from Manila when I had seen that war was coming. While I was visiting them, I was recalled to active duty in the Army Air Corps, in which I had previously been a regular officer, and assigned as intelligence officer of the Fourteenth Air Force which was about to be activated under Major General Claire Chennault. I had all but completed my arrangements to go to China when I received word that MacArthur had asked for me to be assigned to his staff. Because I had spent 13 years in the Philippines and understood the Filipinos, he wanted me to direct the activities of his guerrilla army.

I lost no time arranging for the delivery in Australia of all the field radios, ration kits, signal flares and the other equipment peculiar to guerrilla warfare that I could collect. On the West Coast and in Hawaii I selected Filipino and American soldiers for the difficult assignment of slipping past Japanese patrols and establishing contact with the troops behind the enemy lines. Then I flew to Brisbane, where I arrived on May 24, 1943.

The MacArthur who met me seemed unchanged from the MacArthur I had last seen in Manila. If anything, he seemed younger and more vigorous; it was difficult for me to believe that he was anywhere near 63.

His office seemed the same too. The broad, austere-looking desk was uncluttered by papers awaiting attention. There was no telephone. The furniture consisted of a single leather couch, a few chairs and one bookcase. The walls had no charts or maps on them; the only pictures were of Washington and Lincoln. And as in the next few days I renewed acquaintances with old members of the staff and met new ones, I found that the business of headquarters had changed little from the Manila days, either, except in the note of urgency everywhere.

MacArthur did not come to the office until 10 a.m., but this fact was deceptive. He had been up since 7, and before he left his quarters he had carefully studied every news item, every report from the front, every dispatch from other theaters and every important cable from Washington that had come in during the night. If he had needed to consult a staff member he had asked him to come to his quarters or may have telephoned him in the middle of the night. When he arrived at his office he expected the morning's staff work to be well under way and all papers that required his attention to be ready for him on his desk.

MacArthur did not hold scheduled periodic conferences; when he wanted to discuss something with a staff member, he sent for him. Or, more simply, he would wander into the other's office, muttering, "Say, what would you think if . . ." and start his familiar pacing up and down the office. One aide, Lieut. Colonel Charles Morehouse, was an Army doctor, and had an office directly across the corridor. MacArthur usually summoned him in a particularly direct fashion: "Hey, Doc!"

MacArthur had no private secretary; any one of the regular stenographer pool typed his letters and directives. His "memos" consisted of notes written out in his tall, angular hand; a query was answered at the bottom or on the opposite side of the same piece of paper. During his pacing in a discussion with a staff member, if he thought of something he wanted recorded, he suddenly said, "Make a note." We were always prepared for this and would jot down whatever it was, to be typed and placed in the files.

By 2 p.m. he was gone again, having assigned enough work to keep the staff busy for the rest of the day. But he was back in his office by midafternoon, after



AT MacARTHUR'S SIDE Whitney rode a landing craft at Inchon as he had with MacArthur at Leyte and at Luzon.

lunch and a refreshing nap at home. Now the day's work really began. It would continue on into the evening and, when some big operation was pending, might take until past midnight.

MacArthur's staff members were expected to work a "MacArthur day" too, but none complained during those crucial days of the leapfrogging campaign on the route back to the Philippines. With his aides MacArthur maintained an easy camaraderie that belied the myths about his aloofness. Many long evenings were spent in discussions of everything from the history of warfare to the details of the next campaign. This was especially true when he took up residence at an advance headquarters like Port Moresby in New Guinea or was at sea en route to the next point of attack. On such trips he would have the members of his staff dine in his cabin with him. At these dinners, amidst considerable banter, he would call for suggestions as to which of the motion pictures

available should be shown in the cabin after dinner. And when the projector was about to be turned on, he would break naval custom by calling the Marine sentry stationed at the door of his cabin to come in, sit down and enjoy the movie with him.

Whenever I hear someone repeat the calumny that MacArthur is too great a man to be human, I think of such scenes with his aides as well as others I have witnessed within the privacy of his family. Anyone who accuses him of being austere should have been present at 7:15 a.m. most mornings in the double suite at Lennon's Hotel in Brisbane, which served as the MacArthurs' home all the time they were in Australia. For at 7:15, when he was home, the general and 4-year-old Arthur played the "boom-boom" game.

It started with father striding into the room and receiving a smart salute from Arthur. Then the two marched about the room, to the rhythm of "boomity, boomity, boom" shouted by both of them. When Arthur reached a certain chair, he knelt and hid his eyes, until the general shouted a particularly loud "BOOM!" At that signal Arthur looked up to see what his morning surprise was—usually a pencil or some paper clips but on special occasions a more valuable toy. Mrs. MacArthur kept strictly away from this morning ritual, since it was the one time of day when her son and his father could have any time alone together. But as custodian of the "boom-boom presents" she had to parcel them out to the general one at a time; otherwise, in a burst of generosity, he would give Arthur whole handfuls at once. Of all these little presents Arthur's favorite was, to me, a touching one: a tiny American flag, symbol of the homeland he had never seen.

Occasionally these morning sessions erupted into bursts of song. "Arthur," the general admitted, "is the only one who can tolerate my singing." Arthur learned the old Army songs fast, and Mrs. MacArthur would hurry breakfast along when she heard, down the hall, the belted duet of "Old soldiers never dieeee . . ." followed by shrieks of boyish laughter. Thus the Commander in Chief of the Southwest Pacific Area prepared for another day.

As with breakfast, other meals in the MacArthur household were prepared by Mrs. MacArthur. On shopping trips she insisted on standing in line. Some afternoons she took Arthur to the park where he could ride his tricycle. Many of Arthur's trips to the park were made with his Chinese governess, Ah Cheu, whom MacArthur brought to Australia in order to save her from certain torture and death at the hands of the Japanese.

Every evening when MacArthur returned from his office, which could be at any time from 8 p.m. to midnight, his first move was to tiptoe into Arthur's room for a glance at the sleeping form, which was usually curled up around a bewhiskered, stuffed rabbit. Like Arthur, the rabbit was a veteran of Corregidor and the harrowing trip to Australia; its name was "Old Friend."



SON AND WIFE of the general, with nurse Ah Cheu, visited Melbourne park after landing in Australia from Corregidor.



RUINS OF CORREGIDOR are surrounded by the ever-advancing jungle in photograph of former Army barracks which were bombed to a skeleton by

Japanese. Out of sight, between them and Malinta Hill (*background*) was the tunneled fort. This year Corregidor was declared a national Philippine shrine.

THE WAR IN THE ISLANDS

Color portfolio recalls brave history of defense and reconquest of Philippines

As the Japanese conquerors swept down across the Pacific during the first months of the war, a lonely army of Filipinos and Americans fought on for almost half a year in the mountain jungles of Bataan and on the rocky fortress of Corregidor. Douglas MacArthur directed the Bataan defense, from his Corregidor headquarters 30 miles out in Manila Bay, for three months. Then he was ordered by President Roosevelt to go to Australia to ready the Allied armies for the long road back.

Bataan fell first. In his book Whitney describes April 9, 1942, the day when MacArthur in Australia received the news. "As he put the message on his desk, his lips were drawn into a tight line, his face a mask. He canceled appointments for the rest of the day. Those who came to see him found a closed door and, knowing why, went quietly away. Those who had offices under his could faintly hear the unbroken sound of his

constant pacing. . . . He never told me, but I am sure he also prayed. Finally the pacing stopped as MacArthur sat at his desk. The buzzer sounded in the outer office and an aide answered it. [When he came out,] the aide reported that MacArthur's face was still set in the same grim line—but that his cheeks were streaked with tears."

With Bataan gone, Corregidor was doomed. On May 6 Wainwright sent his last message: "We are sad but not ashamed. . . . Goodbye, General. . . ." When reporters asked MacArthur to "make a comment," he retreated to the solitude of his office once more and wrote on a scratch pad: "Corregidor needs no comment from me. It has sounded its own story at the mouth of its guns. It has scrolled its own epitaph on enemy tablets. But through the bloody haze of its last, reverberating shot, I shall always seem to see a vision of grim, gaunt, ghastly men, still unafraid."

CONTINUED

Copyrighted material



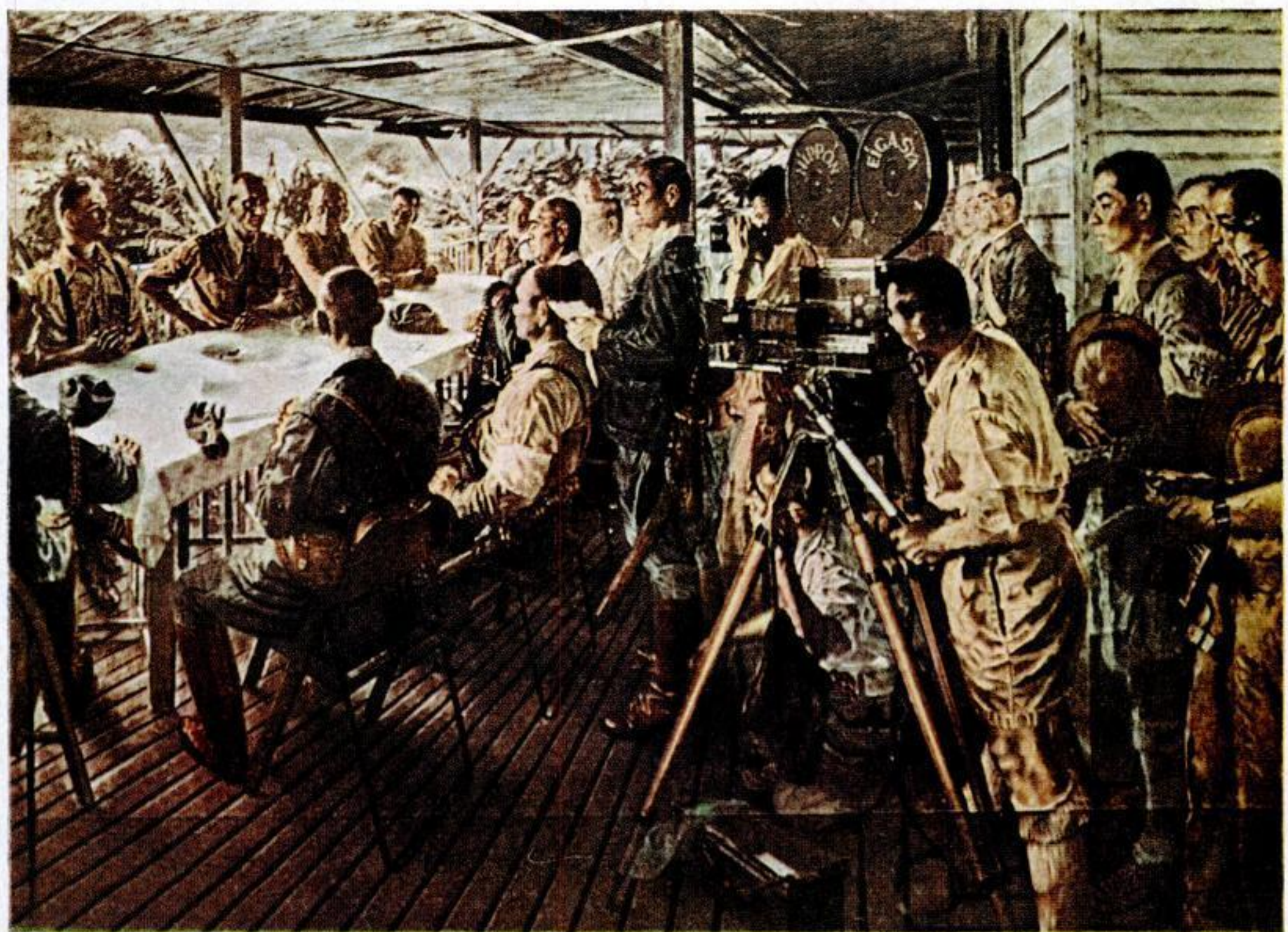
MacARTHUR CONTINUED

THE ENEMY RECORDED HIS ATTACK



THE ATTACK FORMS UP as Japanese pilots gather at what was described as a "homeland base" by Japanese artist who made painting. Like others on these two pages,

it is part of an enemy's-eye view of war assembled after V-J Day by Major General Charles Willoughby, MacArthur's intelligence chief in World War II and Korea.



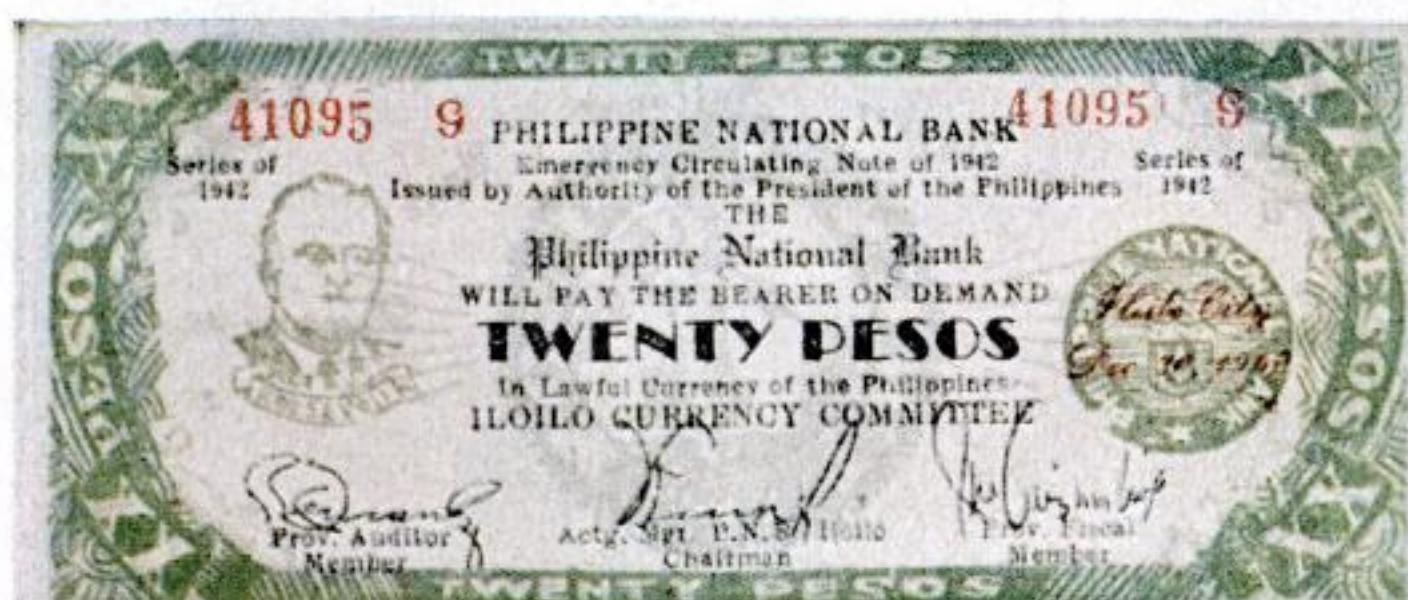
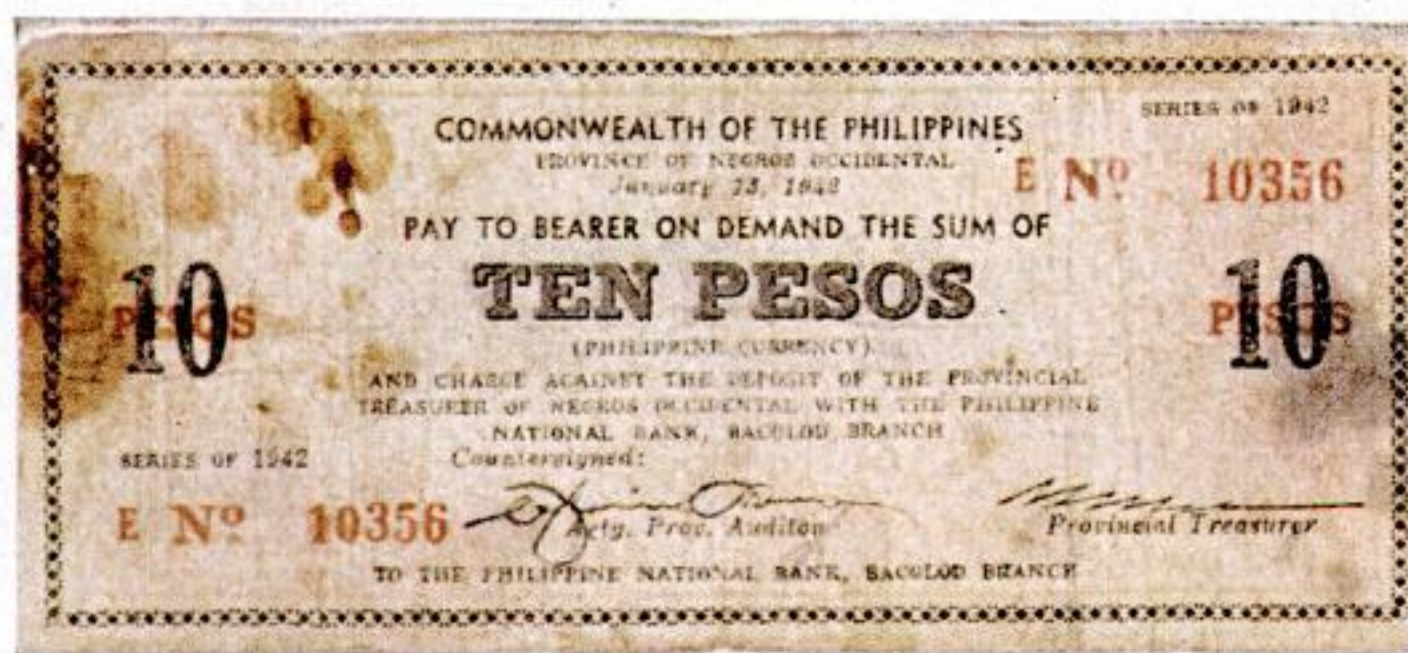
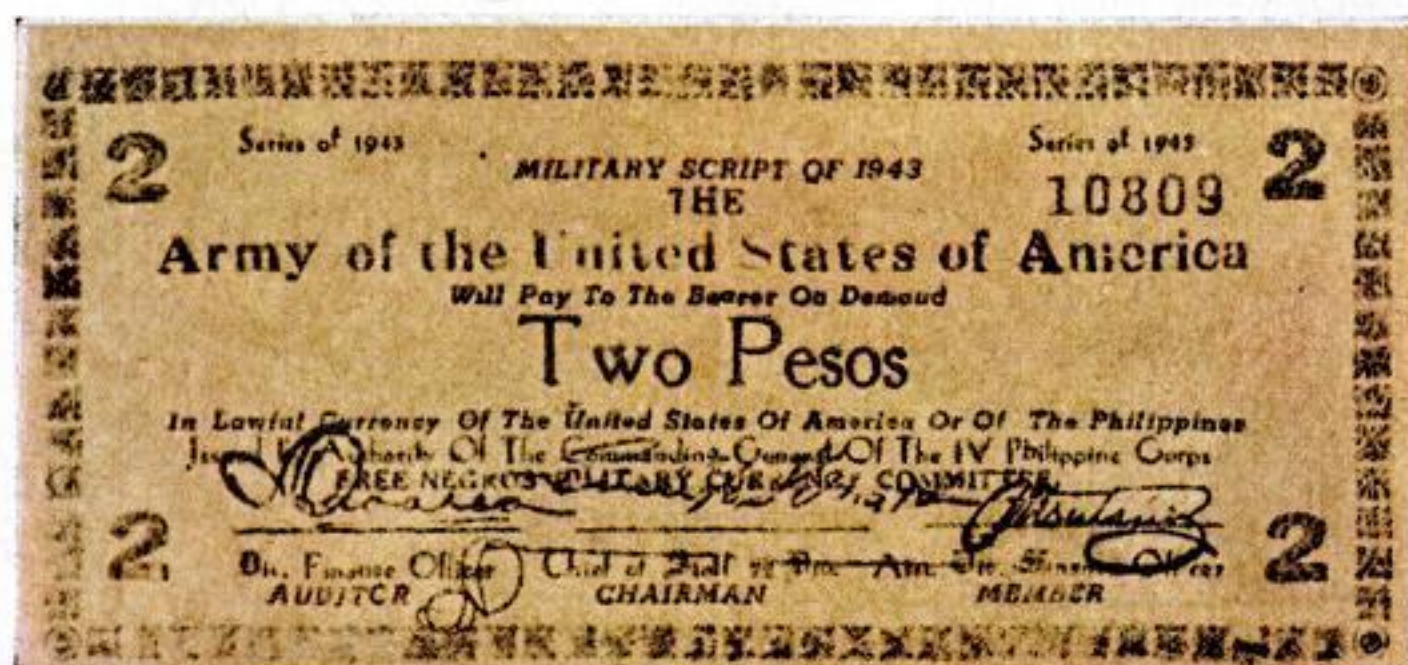
SURRENDER MEETING on Bataan comes as Wainwright (hand on hip) sits across table from Japanese Lieutenant General Homma (*third from left, this side of table*)

while newsreels make propaganda films. Wainwright said later, "I am a student of the Civil War, but not until then did I know how General R. E. Lee felt after Appomattox."

← **RAID ON CLARK FIELD** presaged Japanese assault on Philippines. Attack destroyed 17 B-17s mainly, Whitney says, because there was nowhere else for planes to go.

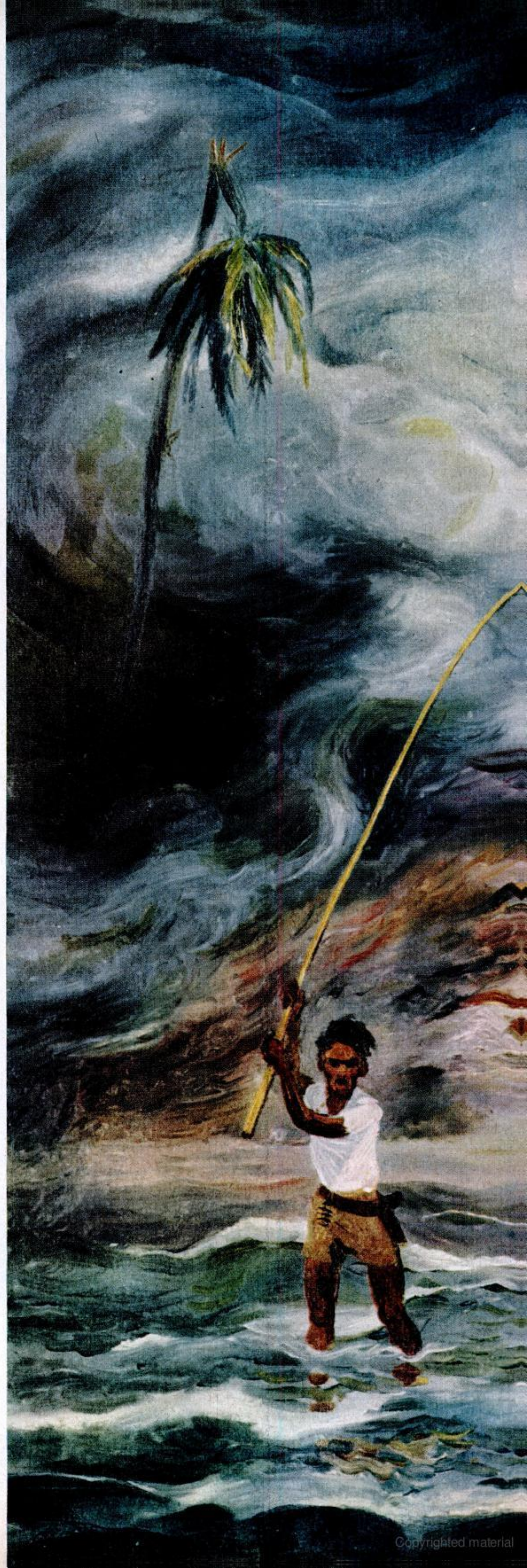
CONTINUED

Copyrighted material





GUERRILLA CURRENCY and postage stamps were used in Philippines during occupation. The currency was later redeemed at face value by the U.S.

GUERRILLA HERO, painted by U.S. Artist James Turnbull, waded into surf amidst preinvasion bombardment of Luzon to signal that enemy had fled.






FREE PHILIPPINES
JANUARY FIRST 1948



"I shall return"
MACARTHUR

GUERRILLA BATTLE CRY was imprinted on posters, leaflets, magazines (above) prepared in Australia and smuggled past enemy lines in submarines.

THE PHILIPPINES DID NOT LOSE HEART

On his arrival in Australia, MacArthur told reporters, "I came through, and I shall return." The phrase became the war cry of the Filipinos he had had to leave behind. Thus inspired—and later supplied—by MacArthur, the guerrillas carried on the war. They took over entire areas of the islands, where a Japanese soldier ventured only at the risk of his life. They even set up local governments, with their own guerrilla money and postal system. From 141 radio stations they kept MacArthur informed, and they killed an estimated 10,000 Japanese. For 2½ years their hidden war continued until at last MacArthur could fulfill his promise.

MacArthur Returns!



Home again! Gen. MacArthur and President Osmeña, standing on the beach at Leyte, island to set up the Philippine government. The Philippines will again. They were there shortly after the first wave and it's accompanied by Lt. Gen. Belknap and Brig. Gen. Carlos Romulo.

GUERRILLAS' PAY-OFF came at Leyte, as shown in photograph on guerrilla leaflet. With MacArthur is Osmeña (far left), Whitney (next to Osmeña).

CONTINUED



AT LEYTE enemy snipers kept trying to get MacArthur. This painting by Frede Vidar shows sniper victim being rescued near a headquarters building.

'I'M A LITTLE LATE BUT WE CAME'

The Japanese defense of the Philippines was fanatically desperate. During the battle for Leyte (*above*) they landed 45,000 troops on the island despite the fact that MacArthur's planes sank 80% of the enemy's vessels. On Luzon they had dug in for a protracted siege, with heavily-gunned tunnel and cave positions. In Manila they fought block by block, and left the once-beautiful capital a shambles (*right*).

But if the Japanese fought with desperation, MacArthur fought with dedication. He slept little and ate practically nothing. He seemed to be going on nerve—and memories. It was on this same Lingayen Gulf beach three years earlier that he had had to borrow barbed wire from farmers to string barriers against the oncoming Japanese. In northern Luzon, at the end of 1941, he had ordered Wainwright to dig in and hold while the rest of the Army side-slipped into Bataan; and Wainwright had held before following them in. In Manila in the war's first days aides had tried to talk him into taking down the flag because it was a perfect bomber target—and he had replied: "Take every normal precaution, but let's keep the flag flying." And on Bataan Wainwright had showed him what was left of his artillery, and MacArthur had said, "I don't want to *see* your 155s, Jim; I want to *hear* them."

So fierce was the enemy's last-ditch resistance on Luzon that it took a month for MacArthur to cover the 100 miles to Manila. But at last, on Feb. 7, 1945, amidst swirling crowds of delirious Filipinos shouting "VEEKATORY!" MacArthur saluted the American flag in Manila. "I'm a little late," he said. "But we finally came."

There remained one bit of unfinished business. In a PT boat MacArthur returned to Corregidor and there closed the chapter of the war in the Philippines. "Our triumphs today," he said, "belong equally to that dead army. . . . No army in history more fully accomplished its mission." Then, turning to the colonel who had retaken Corregidor, MacArthur said, "I see the old flagpole still stands. Have your troops hoist the colors to its peak, and let no enemy ever haul them down."





AT LINGAYEN GULF (*above*) a James Turnbull painting depicts the U.S. landings on Luzon. Lingayen was the biggest Pacific invasion up to that time.

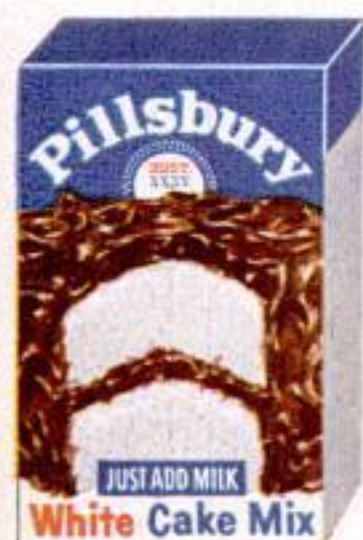
INTO MANILA (*below*), past ruins of old walled city (*left, foreground*), flow long lines of trucks and jeeps in Frede Vidar painting of the victorious return.



Pillsbury, *of course...*

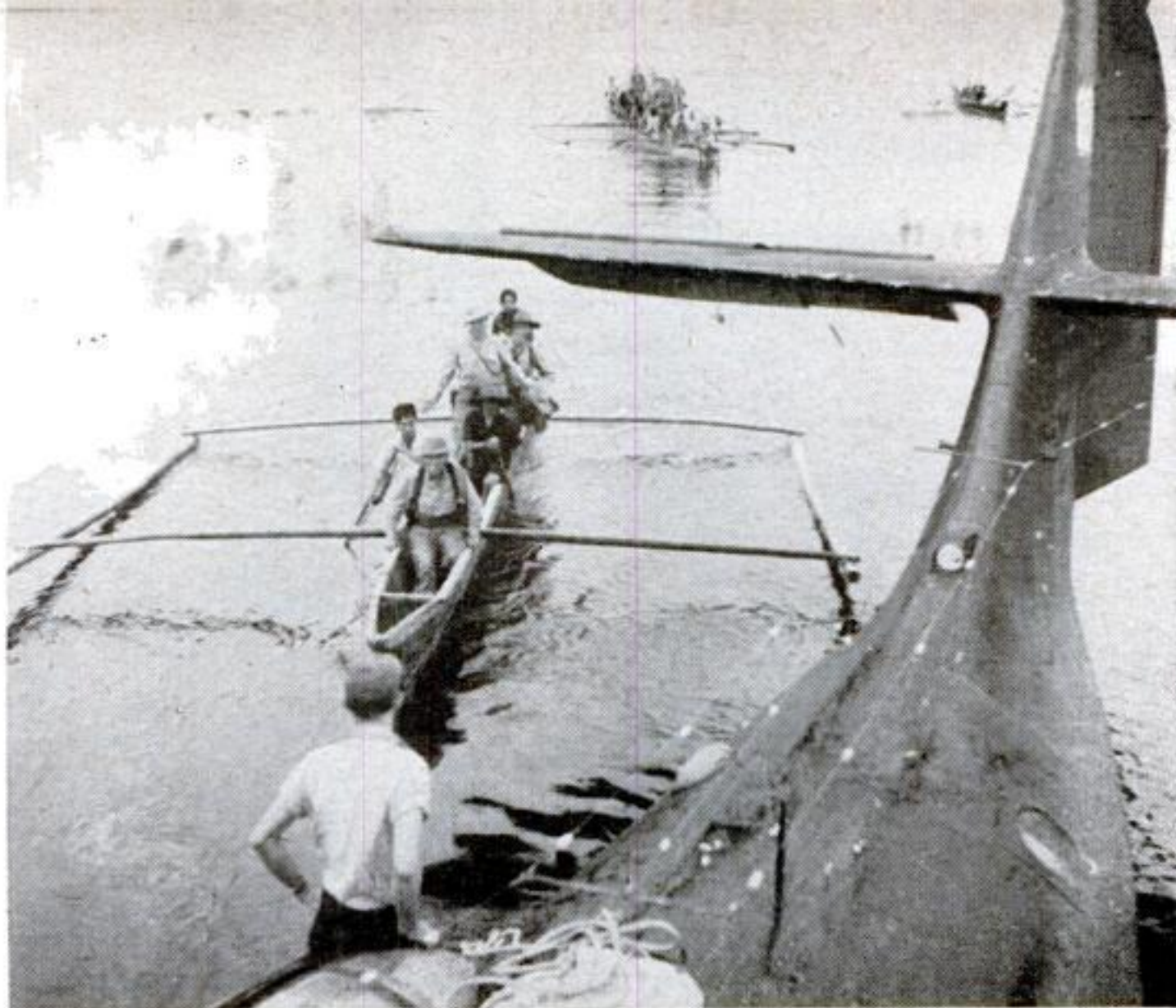


The Cake: from Pillsbury's White Cake Mix. **The Frosting:** from Pillsbury's new Creamy Fudge Frosting Mix. **The Pillsbury Pedestal:** made of French Limoges.



THE CAKES WITH THE VELVETY CRUMB...the melt-away texture. Made from the completely blended cake mixes, the ones with country-fresh eggs and all blended right in for you (the same quality eggs that go into our famous Angel Food). Milk is *all* you add. For cakes that just seem to belong on a pedestal, Pillsbury, of course.

Pillsbury Cake Mixes



RESCUING AMERICANS, Philippine guerrillas bring them through enemy lines to plane. Despite reprisals, guerrillas evacuated hundreds of Americans.



REPORTING TO AMERICANS, guerrilla band comes down from hills after U.S. landings on Leyte. They had been fighting the Japanese for three years.

MacARTHUR CONTINUED

No detail of his son's life was too trivial to escape the general's attention. On one occasion he ordered that Arthur not go to the barber's, as planned, because the general was afraid he would catch cold. Mrs. MacArthur, the only person who could do such a thing, flatly disobeyed the order. Arthur caught cold.

IN those days MacArthur had little time to spend at home with Jean and Arthur. Nearly every waking hour was devoted to the multitudinous problems of the war. With what were handfuls of men and arms in comparison with the Japanese, he was fighting his way back to the Philippines. And the loyal Filipinos were fighting with him already, in their guerrilla campaign behind the enemy's lines.

It was a campaign such as history has never before recorded. The whole operation was conducted in such secrecy that many people even in MacArthur's headquarters had no inkling of what was going on. But MacArthur himself personally directed or approved every major move that was made. The reports from our radio operators in the Philippines were among the first things he picked up to read when he arrived at his desk each morning.

We worked with countless separate codes to protect the secrecy of our operations. Any written message had to depend upon the occasional submarine pickup. All emergencies had to be dealt with by radio. The Filipinos I had selected on the West Coast of the United States and in Hawaii were organized into a special battalion in a camp about 40 miles south of Brisbane, where they were put through a rigorous course of training in radio operation and maintenance, intelligence, sabotage and other related subjects.

In order to move these personnel into the Philippines, we were forced to rely upon space available on submarines which could interrupt their assigned missions long enough to stop briefly off the Philippine coast and discharge our men and their supplies in rubber boats. But as soon as the Navy realized the effectiveness of our coast watchers as they began to report on weather and enemy naval activity in the area, a few submarines were assigned solely to our operation.

A large part of the cargo which they carried at this stage consisted of propaganda. During those early days, of course, the Japanese controlled all sources of information: the press, the radio, the billboards, the schools and every local medium for the dissemination of facts. We had only a short-wave radio beamed from San Francisco and this was of limited value since few Filipinos possessed the equipment to receive short-wave broadcasts and those who did risked torture and death. Time after time, in their radio messages to our headquarters, guerrilla leaders pleaded for Allied counterpropaganda.

On Aug. 10, 1943, I suggested to MacArthur a possible solution to this problem. In a memorandum I proposed that various items known to be in short supply in the Philippines—such as cigarets, matches, chewing gum, candy bars, sewing kits and pencils—be sent into the Philippines by submarine in great quantity for widespread distribution. Each package would bear the crossed American and Philippine flags on one side and on the other the quotation, "I shall return"—printed over MacArthur's name. He wrote his comment in pencil at the bottom of my memorandum: "No objection—I shall return—MacA."

Those three words became the slogan and watchword of the guerrilla movement. The phrase's strength was in its simplicity. Although there

are 87 dialects in the Philippines, the English words, "I shall return," were understood everywhere and never needed to be translated.

We sent thousands of articles into the islands, including great numbers of a pictorial magazine entitled *Free Philippines*, which reviewed the progress of the war, a progress map showing the most recent advances of Allied arms in the Southwest Pacific Area, and many other useful items of counterpropaganda. All were inscribed with the phrase, "I shall return."

We of course used every other possible means of propaganda, including U.S. magazines. And our "exports" to the Philippines rapidly became collectors' items. One intelligence report from Colonel Wendell W. Fertig said, "... Smuggled LIFE magazine rented at 25 pesos (\$12.50) per hour." Another report: "Wrapper from 'I shall return—MacArthur' chewing gum now selling for 10 pesos (\$5.00) each in Manila." Sometimes our operation worked little advantages in both directions. Another issue of LIFE listed one Corporal Reid C. Chamberlain, of El Cajon, Calif., as dead. On reading this, a guerrilla leader reported that Corporal Chamberlain "is on duty here." It gave me no small pleasure to pass this information on to Corporal Chamberlain's mother.

Meanwhile the guerrillas complemented our operations with resourcefulness and ingenuity. One example was reported to MacArthur in a message received in August of 1943, announcing that the critical fuel problem in Peralta's district had been solved. To keep radio communication it was necessary to charge batteries and power generators, but submarine delivery of gasoline and fuel oil could not possibly be adequate for this purpose. The solution was ingenious, to say the least.

"One hydroelectric plant constructed out of auto parts and lumber," the message read. "Secured some semidiesel engines run on coconut oil, abundant in this district. Constructed portable alcohol distilleries producing motor alcohol, out of galvanized sheets and GI pipes. ... Now operating three distilleries supplying regional needs and three more under construction. Uses coconut tuba [local beer] as raw material. ... " All over the Philippines seemingly formidable obstacles were being overcome with the same kind of inspired inventiveness.

'Where the hell is station KAZ?'

GRADUALLY we were able to add more substantial cargo to our supplies for the guerrillas and increase the trickle of material into a steady flow. We found that submarine contact with the guerrilla forces could be made with practically no danger of being compromised. In all our contacts not a single rendezvous was ever betrayed to the enemy nor was any submarine lost to enemy action.

As our supplies to them increased, the brave, loyal Filipinos formed the well coordinated army which MacArthur had envisaged. They even staked out entire "free areas," where a Japanese entered at the risk of his life. A special stamp was struck off for the establishment of a "Guerrilla Postal Service"; when they were sent into these free areas, the guerrillas not only used them, but with added defiance the postmasters would issue on request token one-peso money orders on the Central Post Office in Manila, payable to "General Douglas MacArthur."

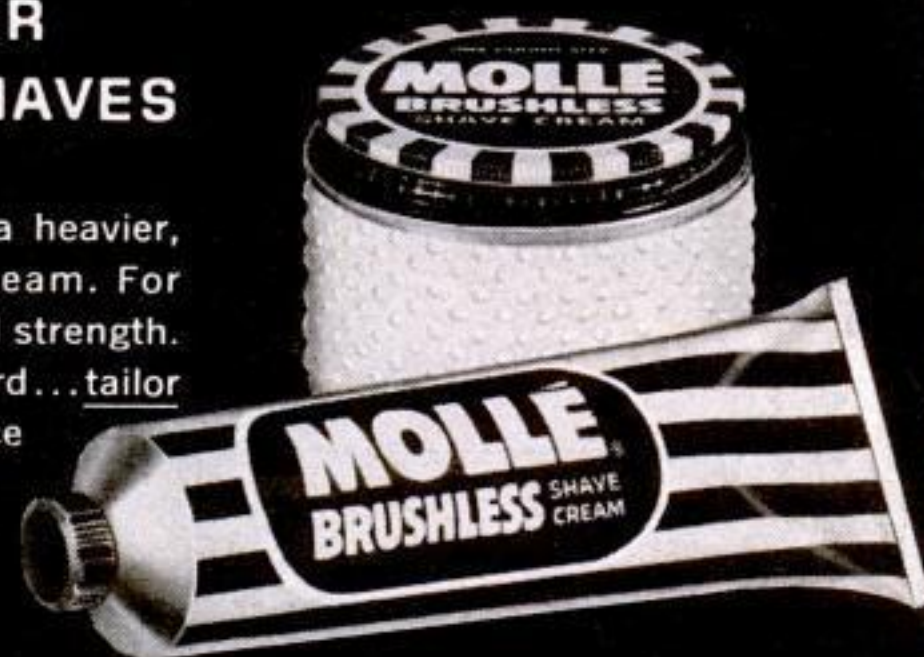
Besides the Filipinos I had selected and trained for the mission there were many U.S. soldier volunteers. One whom I remember in particular was a 20-year-old corporal who set up a weather station in northern Samar. On Aug. 5, 1944 he sent a dispatch addressed—as all such messages were—to MacArthur. The message, reflecting the corporal's

It's Sheer Luxury
Tailored To Fit Your Face

Superb Quality
MOLLE

Tailored—
**FOR BETTER
BRUSHLESS SHAVES**

MOLLE BRUSHLESS is a heavier, richer, lanolin-loaded cream. For tough beards you use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Known everywhere as the world's smoothest, most comfortable shave.



King Size - Only \$1.00

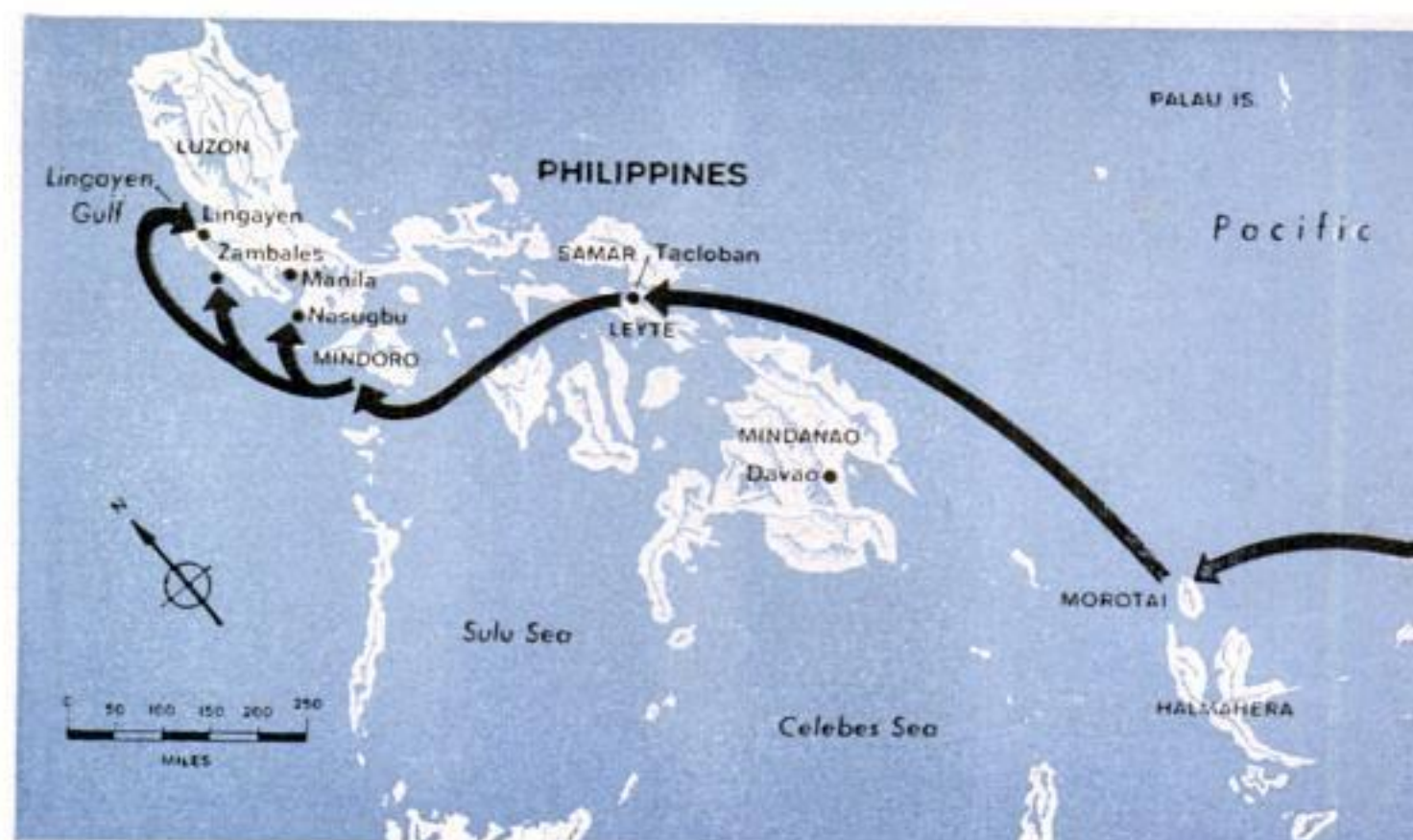
Tailored—
**FOR DELUXE
LATHER SHAVES**

MOLLE LATHER is the richer Instant Brushless lather...because it's loaded with glycerin it stays moist, lets your razor glide smoothly. For tough beards use it full strength. If it's too rich for your beard... tailor it... simply leave your face wetter when you apply MOLLE. Gives you the fastest, most comfortable lather shave—a shave that lasts all day!

EITHER WAY

The world's Best shave

*Pronounced Mō-Lay



FAMOUS "LEAPFROG CAMPAIGN" of MacArthur bypassed enemy strongholds to cut off their supply lines. The campaign took MacArthur's

MacARTHUR CONTINUED

impatience with countless frustrations under which he had to work, read: "If this weather information is as important as I think it is, then it deserves proper handling. . . . No contact all day Aug. 4, no contact this morning. . . . I have volunteered to do a job and am doing it. Let us have some cooperation. Where the hell is station KAZ? . . . [Signed] Corporal William Becker III."

I could not resist passing this spirited message on to MacArthur, and he could not resist answering it personally. I was never able to find out, but I can imagine the surprise with which Corporal William Becker III, who probably thought his dispatch would get no further than some other man of equal rank, received this answer: "... The matter is under investigation by the Chief Signal Officer. I understand the difficulties of your position, and everything possible will be done to insure prompt reception of your reports, which are of great value, but desire that in the future presentation of such matters you endeavor to exercise the patience and disciplined restraint expected of us as soldiers and without which duty cannot be well done." The message was signed "MacArthur."

Another agent who slipped past enemy lines into the Philippines filled me with great personal pride. Right after Pearl Harbor my eldest son, Courtney Jr., left his classes at Yale in order to serve in the Army. He eventually found himself in the Pacific theater. MacArthur soon discovered this fact. Partly because my son had been reared in the Philippines and was well acquainted with the country and its people, but more because MacArthur is so understanding and human, he assigned him to my command.

Inevitably there came the time for me to make an anguished decision; as soon as my son became well trained for the task, he volunteered to go along on the first guerrilla landing on Luzon. It was a particularly dangerous mission, but the spirit of those gallant Filipinos and Americans was such that there were many volunteers for it, just as there were for all such operations. So even discounting my parental forebodings, I could see that whether I sent him or not I could be accused of favoritism. I was on the spot.

I asked MacArthur's advice, and he quickly replied, "Let him go along. You can't deny him the opportunity. I am sending messages to the guerrilla leaders on Luzon and he can accompany the landing party as a special courier from this headquarters." My son went along, and the mission was successfully accomplished.

The reports pour in

BY this time not only the traffic of personnel but also the traffic of radio messages had increased to a flood. All the areas south of Luzon had been organized into military commands and were reporting to MacArthur several times daily. Their intelligence covered all kinds of enemy activity. Officials of the Manila railroad would report on military traffic movements both to the south and to the north; a news commentator on Manila's main broadcasting station would, in a coded closing remark, tip us off as to the approximate number and tonnage of enemy ships entering and leaving Manila Bay during the course of the past 24 hours.

We even knew which Japanese officers were staying at the Manila Hotel as soon as they registered. For example: "Guests at Manila Hotel, 24th July . . . Commanders Nagoi Nakajima, Tiro and



forces 2,500 miles from Port Moresby to the Philippines in 2½ years. Only 35,884 Japanese were killed but 165,000 were left to "wither on the vine."

Notoura. . . "29th July . . . Marshal Terauchi, occupies Imperial Suite formerly of MacArthur. . . " When I showed this particular report to MacArthur he smiled and said, "Well, I am glad at least to know who is occupying my apartment. He should like it. It has a pair of vases given by the emperor to my father in 1905."

By the time MacArthur's forces finally landed at Leyte we had sent in hundreds of thousands of arms of all types, including more than 100,000 carbines and millions of rounds of ammunition, great quantities of radio equipment, clothing, food and medical supplies—all delivered by our tiny fleet of submarines.

As with any large operation, there was an occasional slip-up, not to say foul-up, but ingenuity both at headquarters and in the jungle generally retrieved the situation. On one occasion several cases whose markings indicated that they contained highly prized submachine guns turned out instead to contain antiquated cavalry sabers, but many a dead Japanese testified to the fact that the guerrillas had put even these outmoded weapons to effective use. We also experienced certain difficulties at the points of transshipment from central to northern Australia. It seemed almost impossible to get either whisky (medicinal, of course) or pesos, two essential items, all the way into the Philippines, until we wrapped these critical items so that they looked like military rations. The plan worked: from then on we never lost a bottle of whisky or a peso.

News of the death march

ONE of our greatest regrets was that few of the supplies of food and medical items that we smuggled into the Philippines ever reached our prisoners of war in the Islands. The Japanese guarded their captives too well. That they also mistreated and in fact tortured them brutally we heard from time to time. But it was not until July 1943 that we received the positive, heartbreaking truth.

Three Americans who had escaped from Davao prison camp were rescued by the guerrillas and spirited to a rendezvous point with one of our submarines. When they reached Brisbane, it fell to me to take their full statements on the treatment of Allied prisoners by the Japanese in all its gruesome, agonizing details. This was our first authoritative account of the Bataan death march and of the terror-filled prison camps to which the survivors of the death march were committed.

I sent the full account to MacArthur immediately. The next morning he called for me. When I first walked into his office, he did not look up, but continued to study a sheet of paper that he held in his hand. As I waited quietly for him to speak, he raised his eyes.

"Court," he said, "I have read your report on the prisoner of war atrocities and I have prepared this statement for release to the press along with the report." He was deeply moved as he began to read. "This unimpeachable record of savage and merciless brutality to captured prisoners of war fills me with unspeakable horror. It is violative of the most sacred code of martial honor and stains indelibly the creed of the Japanese soldier."

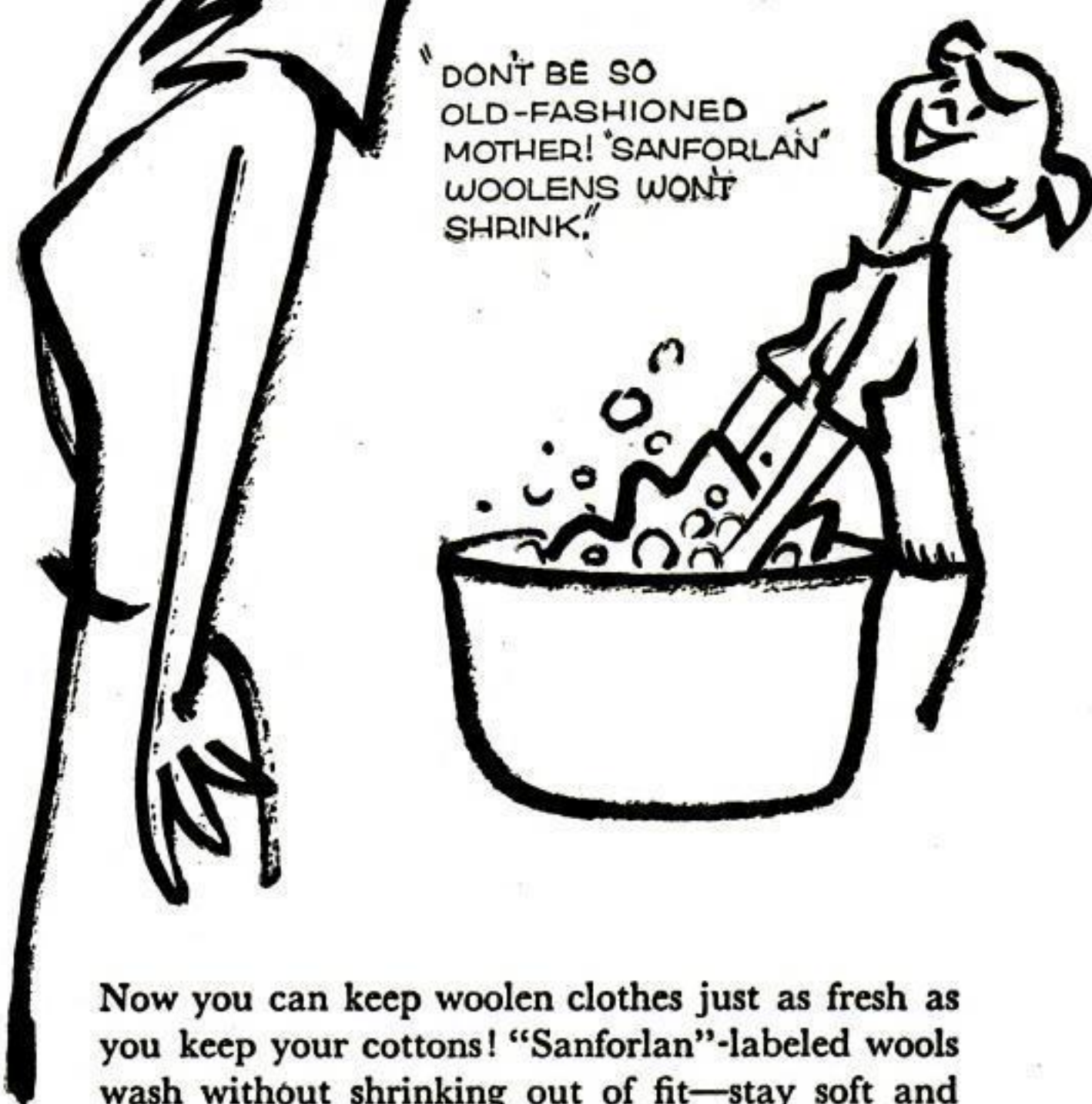
It was as if no one else were in the room with him. The paper shook in his hand. His voice pulsed as he read. "No other belligerent of modern times has so debased an honorable service. . . It will become my sacred duty at the appropriate time to demand justice on those who have so barbarously violated all justice. God in His all-powerful righteousness will surely punish the dreadful crimes visited

CONTINUED

BUT IT'S WOOL!



"THAT'S YOUR NEW WOOL DRESS! YOU CAN'T WASH IT!"



Now you can keep woolen clothes just as fresh as you keep your cottons! "Sanforlan"-labeled wools wash without shrinking out of fit—stay soft and smooth as new—never get stiff or matted. Buy "Sanforlan" wools for the whole family—skirts, sweaters, robes, jackets, slacks, shorts, dresses, children's things, yard goods.

WOOLENS WON'T SHRINK OUT OF FIT WHEN THE LABEL SAYS

SANFORLAN®

Brought to you by the "Sanforized" people. Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

FOR THE
FIRST TIME

*fine line
writing*

AT

BALL PEN COST

1. Won't blur!
2. Won't run!
3. Won't spatter!
4. Won't skip!

The ball
is a half
the usual
size...

ONLY \$1.95

F. E. TAX INC.

EVERSHARP

Small Ball

EXCLUSIVE!

DOUBLE PROTECTION CLIP



Press here to slip easily
in pocket. Point retracts
automatically. Stays
safely locked in—no
chance of staining
clothes. Try it! Then
compare it with clips
on other pens at any
price!

MacARTHUR CONTINUED

upon the helpless officers and soldiers whom I had the signal honor to command in their noble and gallant struggle against overwhelming odds."

As he finished, he spoke almost in a whisper. He handed me the statement, rose silently and walked over to the window. He did not look out but stood there, with his head bowed.

The statement was never published. That same day we received orders from Washington forbidding the release of any of the details of these prisoner of war atrocities. I am convinced that this was because the "Europe-firsters" then in power did not want an aroused public indignation to compel the diversion of a larger proportion of our military resources to the Pacific. I placed the statement among my personal records, and have kept it there ever since. I need nothing, though, to remind me of that scene, and of the figure of MacArthur, head bowed and alone with his grief, outlined against the window of his office.

BUT vengeance finally came. It came over the horizon off the beaches of Leyte, in a seemingly limitless armada that stretched as far as the eye could see. The flagship of this armada was the U.S. cruiser *Nashville* which I boarded Oct. 16, 1944, and in which MacArthur had already set up his headquarters. I had not seen him for about a week because while he had been in Brisbane I had been in Hollandia establishing an advance base for the direction and coordination of guerrilla operations.

As I approached his cabin, MacArthur came out. His face lit up and he strode over to me and put his hands on my shoulders. "Well, Courtney, my boy," he said, "had to rescue you, didn't I?"

For a moment, I was puzzled, but I soon learned the reason for his remark. When the staff had discussed the composition of the small group that was to accompany him on his flagship, my name had not been included, for the perfectly sound reason that my services might be needed in Hollandia during this critical period to coordinate the guerrilla activities. But MacArthur felt that my work in directing the guerrillas had earned me the right to go along. My name was added to the list. I shall always be grateful to him for his

CONTINUED



POLITICAL POINT FOR A POLITICIAN

In July 1944 MacArthur was summoned to Pearl Harbor for an important conference with the President. He found on arrival, says Whitney, that the Joint Chiefs of Staff had advised Roosevelt to bypass the Philippines.

First there was a luncheon with Admiral Chester Nimitz (above), foremost advocate of the Navy's "frontal assault" plan. Then MacArthur defended his Philippine strategy, placing the real emphasis on the moral argument against abandonment of the Islands.

Whitney then recounts that "later MacArthur had a few minutes with the President alone. 'Mr. President,' he said quietly, 'if your decision be to bypass the Philippines and leave its millions of wards of the United States and thousands of American internees and prisoners of war to continue to languish in their agony and despair—I dare to say that the American people would be so aroused that they would register most complete resentment against you at the polls this fall.' The President had already made up his mind. He replied at once: 'We will not bypass the Philippines. Carry out your existing plans, and may God protect you.'"

Roosevelt asked him to stay over. The next day the two old friends spent visiting Army camps on Hawaii together. "The conversation," Whitney recounts, "consisted mainly of reminiscences of the high points of their long association together, starting when MacArthur was a major on the general staff in Washington and the President was Assistant Secretary of the Navy. . . ."

They took leave of each other that night. "We parted," MacArthur told Whitney recently, "in a spirit of deep mutual regard. I knew then that I would never see him again."

AFTER BATH OR SHOWER—

**DRY
OFF!**

**Cool
Off!**

with new
pure
white!

He-man
scent!



59¢

9 OZ. ECONOMY SIZE

**Painless, Stainless
Germ Killer**

for cuts, burns, Athlete's Foot

**New REXALL
GERMATINE**

**No Risk
Trial Offer!**

2-OZ. TRIAL SIZE
Free WITH 6-OZ. SIZE
BOTH
ONLY **79¢**

Try the small bottle—if not
completely satisfied, return
the unopened 6-oz. bottle
for full refund of your 79¢



New Rexall Germatine is a powerful, penetrating germicide, fungicide and disinfectant that doesn't sting or stain—there's just a pleasant tingle to let you know it's gone to work killing bacteria, helping to prevent infection. Rexall Germatine's detergent action gets it down into skin cracks and crevices, makes it a superior cleanser. It's water-clear, so it can't stain. Has a fresh, clean odor—no "hospital" smell. Germatine is highly effective for cuts, scratches, shaving nicks, minor burns and sunburn, poison oak and ivy, non-poisonous insect bites, heat rash and Athlete's Foot. Dilute it for use as a sickroom and household disinfectant and deodorant, or for sterilizing surgical instruments. Buy Rexall Germatine today for your home medicine chest, locker, golf bag and tackle box! No-risk trial offer ends Sept. 30th!

Rexall



Walking's Wicked

WHEN CORN PAIN STRIKES!
Don't suffer; dissolve the
corn with Gets-It! Liquid
medication helps ease pain
quickly, makes it easy to
remove corn
safely. Ask for
Gets-It. Use
it—today!

GETS-IT
LIQUID
CORN REMOVER

Easy as snapshots...

thrilling home movies

with this inexpensive camera



Brownie Movie Camera only \$37⁵⁰

Captures all the action...
all the color...of your good times

If you've been missing out on the fun of home movies because you think they are hard to make...or expensive...don't wait any longer.

Hundreds of thousands of families are already enjoying home movies made with a Brownie Movie Camera. And they'll tell you that the Brownie is as easy to use as a snapshot camera (easier, some say) . . . economical, too.

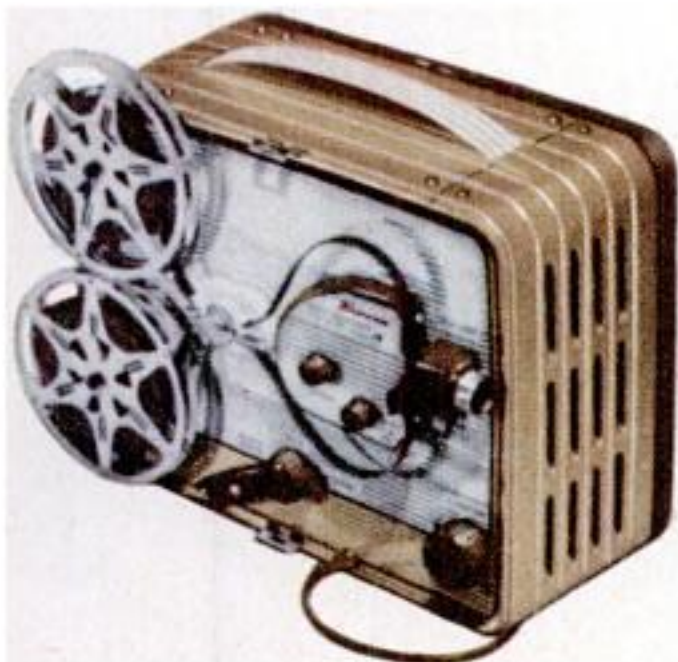
There's one simple setting to make—just one—and a built-in guide tells you

how. Then you aim, press the button. That's all there is to it.

The Brownie is *all* camera, handsomely styled and ruggedly engineered for years of trouble-free service. See the Brownie Movie Camera at your Kodak dealer's. No reason at all why you can't start your family movie diary this very weekend. Ask to see a sample reel of the wonderful movies you can make. Then ask about small down payments and easy terms. (Or mail coupon for free booklet.)



Low film cost—The Brownie uses standard amateur 8mm color film. A single roll at only \$3.75 gives you 30 to 40 scenes, each as long as the average newsreel shot—enough to capture the highlights of a whole week-end's fun in all its action and color.



Shows movies, "stills," reverse action—See the companion *Brownie Movie Projector*. Brilliant f/1.6 lens shows all 8mm movies, fills 3-foot-wide screen at 13 feet. A single control also projects "stills," reverses action for comedy effects, rewinds—features otherwise found only in projectors at almost *twice* its price. Lubricated for life. Sturdy, compact, and budget-priced at only \$62.

Prices include Federal Tax and are subject to change without notice

Eastman Kodak Company, Rochester 4, N. Y.

Department 6:

Please send me your free illustrated booklet, "How to Choose and Use your Movie Outfit."

Name _____

Street _____

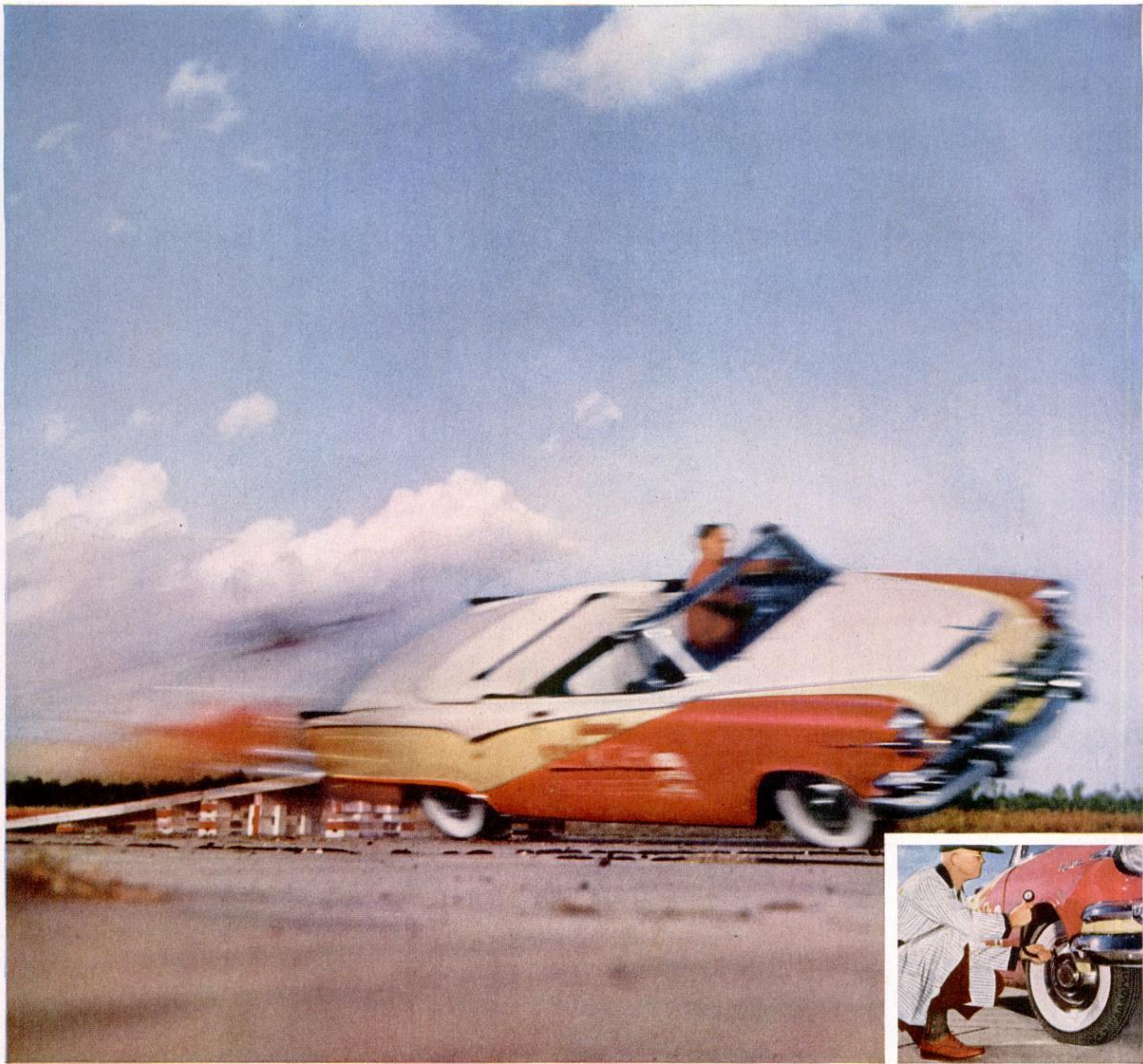
City _____ Zone _____ State _____

My regular Kodak dealer is { _____ }



Kodak
—a trade-mark since 1888

SEE "KODAK REQUEST PERFORMANCE"...WEDNESDAY EVENINGS—NBC-TV



Stunt driver tries to tear tires off their rims!

We equipped a Jimmie Lynch Death Dodger car with All-New Tubeless DeLuxe Super-Cushions and told the driver to try and rip them off their rims.

That motor maniac came roaring down the straightaway at break-neck speed—raced up and

over a narrow ramp in a spine-tingling, two-wheel rim pinch—then slam banged down on the road. What happened? The sidewalls got a little dirty where they were pinched by the rims, but the tires stayed on. Fact is, not one single Tubeless Super-

Cushion lost a single ounce of air! Multiple sealing rings provide you with an extra factor of safety against air leakage at the beads—even on sharp, high-speed turns. Why delay? You can get all of this extra safety for your car *today!*

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



Tubeless DeLuxe Super-Cushion by

Look for this sign; there's a Goodyear dealer near you.

All-New Tubeless Super-Cushion with 3-T Cord

HOLDS AIR BETTER!

Goodyear's exclusive 3-T Cord and Grip-Seal construction make possible **this ultra-modern tubeless tire!**

When it comes to holding air, no other tubeless tire can compare!

In its exclusive 3-T process, Goodyear triple tempers tough cord sinews and integrates them with improved rubber compounds under Tension, Temperature and Time to produce a tubeless tire body that's *completely unified—completely airtight*—the most durable made!

You get greater protection from blowouts!

Any tire may blow out if it is cut through. But naturally the tire with the most durable cord offers you the greatest protection against cuts and bruises that start fabric breaks—the most common cause of blowouts. 3-T Cord is so tough that breaks grow slowly. Instead of a sudden

dangerous blowout, you get a gradual, harmless loss of air.

New freedom from flats!

Taxi fleet owners report that in more than 80 million miles of hard service, they have reduced puncture flats 80% with new Tubeless DeLuxe Super-Cushions. 3-T Cord grips nails like a vise—locks air in. In ordinary driving, the air stays locked in until you remove the nail.

These great new Tubeless DeLuxe Super-Cushion tires will fit your present wheels. Your Goodyear dealer will buy all the unused mileage in your present tires. Why not bring your car up-to-date today? See your Goodyear dealer. Goodyear, Akron 16, Ohio.

It's the choice of leading car makers . . . make it your choice, too!



Smoother, quieter ride! New tread design greatly reduces tire squeal and hum. Goodyear's great new Tubeless DeLuxe Super-Cushions coddle you with a softer, smoother, quieter ride. Lighter in weight, they build up less tire-destroying heat.



Shorter stops and longer go! Thousands of nonskid edges and hundreds of deep-cut Stop-Notches stand guard between you and a dangerous skid. 15% more traction gives you safer stops. New tougher tread gives up to 12% more mileage.



This ultra-modern tubeless tire costs no more than a standard tire and tube!

The new Tubeless DeLuxe Super-Cushion tire is available in either 3-T Rayon or Nylon Cord. This new tread design is also available in a conventional tire that uses a tube.

GOODYEAR

Super-Cushion, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio



5 horsepower drives this merry-go-round

Your car can get 5 to 10 more horsepower with New Shell X-100 Motor Oil Premium

Now your car can get a horsepower increase that's greater than the power needed to whirl a merry-go-round!

Here's how:

Shell Research has developed a motor oil that eliminates the engine drag of widely used conventional oils. It does not have to be warm to flow freely.

This means a gain of 5 to 10 horsepower from the moment you first start your engine!

And since your engine seldom warms up fully in average driving, you get this gain when you use your car most.

Only X-100® Motor Oil Premium gives you this extra power, *plus* protection against acid action, the major cause of engine wear.

Next time you change your oil invest in the finest protection your engine can have. Let your Shell Dealer drain and refill the crankcase with X-100 Motor Oil Premium.



3. Does the C-in-C have any objection to further advantage being taken of his immense personal popularity among the Filipino people through using a short quotation from one of his public utterances which would more quickly command public attention and dissemination than anything else that could be said?

"I SHALL RETURN"
MacARTHUR

With the crossed American and Philippine flags on the opposite side.

C. W.

No objection - I shall return - Mac

A BATTLE CRY WAS BORN when Whitney suggested in memorandum to MacArthur that the general's phrase, "I shall return," become the basis of propaganda campaign. MacArthur penciled his reply (bottom, right).

MacARTHUR CONTINUED

thoughtfulness in making it possible for me to be present at one of the great moments in history.

On Oct. 19, the eve of A-Day, the *Nashville* reached her position off Leyte Gulf, where she would lie until dawn. The night was black. All the way from Hollandia, Netherlands New Guinea, we had sweated out a typhoon which had finally blown off in the other direction. A horizon-to-horizon blanket of cloud still covered us. The ships of the convoy were dark silhouettes as they glided past. Fully 150,000 men and 1½ million tons of equipment, including 235,000 tons of combat vehicles and 200,000 tons of ammunition, were poised to strike. And in his bunk in his cabin aboard the *Nashville*, MacArthur had fallen asleep, an open Bible in his lap.

We awoke at dawn to the dull and distant rumble of the naval bombardment. Already the increased vibration of the *Nashville* indicated that we were heading into Leyte Gulf. I went out on deck for a look. The great rolling clouds were gradually dissipating, their blackness changing to gray as the dawning sun cut into them. Leyte was still a hazy outline on the horizon, but all around us ships of every size and description were headed toward it. The *Nashville* dodged two floating mines. An enemy periscope was spotted nearby, and two destroyers closed in on it, throwing depth charges right and left.

I went to MacArthur's cabin and entered just as he was slipping an old-fashioned revolver into his trouser pocket. "That, Court, belonged to my father," he said in explanation. "I take it merely as a precaution—just to insure that I am never captured alive." Then he started to reminisce about Leyte. He told how 41 years before he had entered this same port of Tacloban. He had been a newly commissioned engineer lieutenant, and he was making a survey of Tacloban's potentiality and needs in case of war. It had been his first assignment after leaving West Point.

I could hardly believe my ears. The dramatic hour of redemption was at hand. The timetable of the whole Pacific war hung in the balance and yet here, in the cabin of a cruiser steaming into Leyte Gulf, MacArthur was calmly talking about a time 41 years ago when he had been a young engineer lieutenant making a survey of Tacloban.

HIS reminiscence was cut short by the stilling of the engines and the clank of the anchor chain, telling us that we had reached our appointed position in Leyte harbor. Someone pounded on the cabin door to warn us. The landing barges were about to go in.

We went out onto the bridge. There, about two miles off our starboard bow, was Leyte, a long, flat beach set against the black, brooding hills beyond. MacArthur lit his corn-cob pipe and surveyed the pandemonium all around us. The roar was deafening, punctuated by the thunder of shells and the whistling shriek of rockets. Clouds of black, swirling smoke rose in the air. Through them flew wave after wave of planes from our carriers. The sea sparkled under the hot tropical sun which had replaced the black clouds of dawn. And like hundreds of giant waterbugs, the invasion barges raced for the beaches.

This was at Red Beach, Palo, Leyte. Other landings were simultaneously or about to take place at White Beach, San Jose, and the island of Panaon, all along the eastern coast of Leyte island. Here at Red Beach the amphibious troops met minor opposition and rapidly pushed inland. Puffing on his pipe as he looked on from the bridge of the *Nashville*, MacArthur watched with a growing sense of gratification.

CONTINUED

DON'T SAY ORANGE, SAY

NESBITT'S

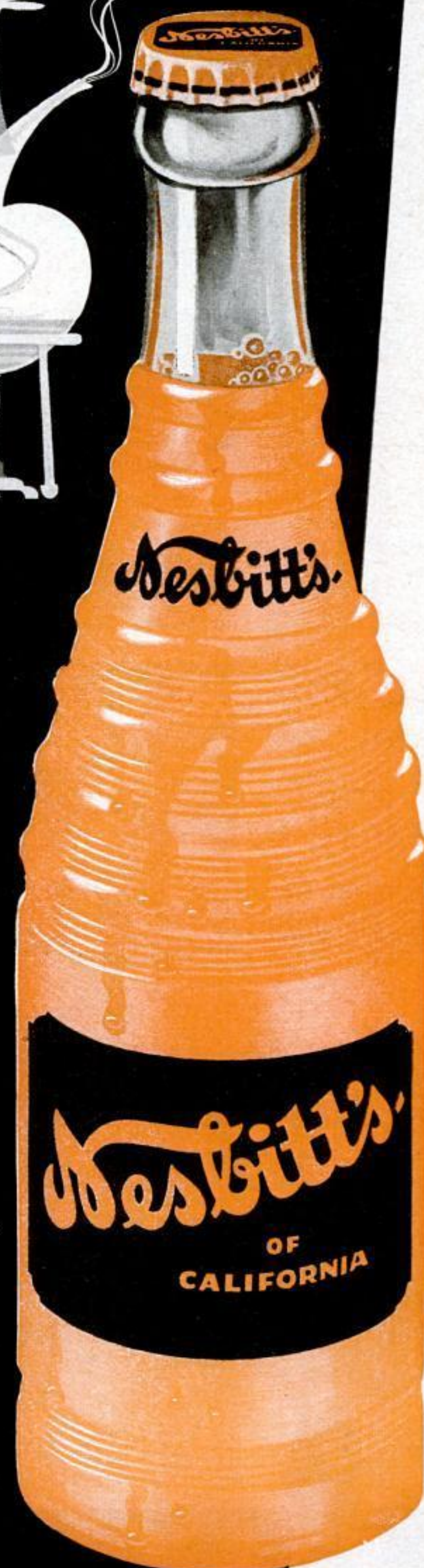


Everyone—boys, girls, mothers and dads...will love NESBITT'S...will be delighted with this full flavored, sparkling soft drink. It's so refreshing, so satisfying to the taste and thirst.

Ask for NESBITT'S by name. Look for this distinctive carton and take home 6 bottles today.



a soft drink
made from *real* oranges



The rugged life

Fishing, hiking, shooting, or just knocking around camp . . . you don't want to worry about your watch on vacation. That's why a self-winding Hamilton is such good company. It's shock-resistant, waterproof,* dirt- and dust-proof. You don't have to pamper it. (It pampers you—you never have to wind it!) Once you're back in town, you'll appreciate the good looks of your self-winding Hamilton, too. It's one of the smartest, best-looking watches you can wear.

*Provided original seal is restored if opened for service

IT MEANS SO MUCH MORE
TO GIVE...OR GET...A

Hamilton



K-454, self-winding, waterproof,* shock-resistant, \$95.00

K-503, self-winding, waterproof,* shock-resistant, \$72.50

Prices include Federal tax.

Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models, priced from \$33.95

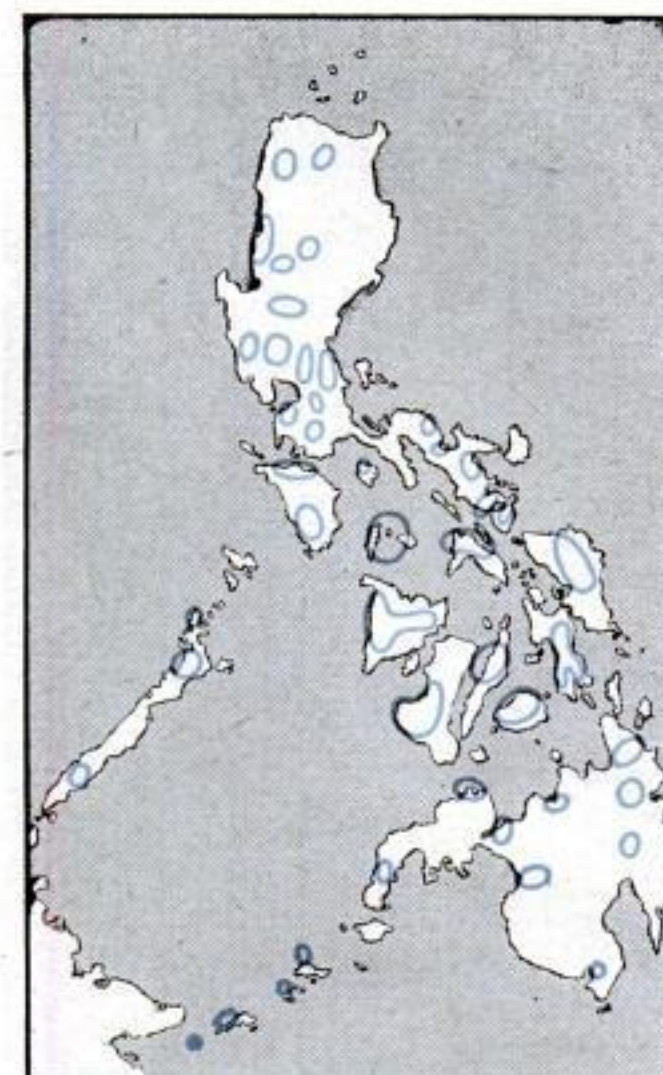
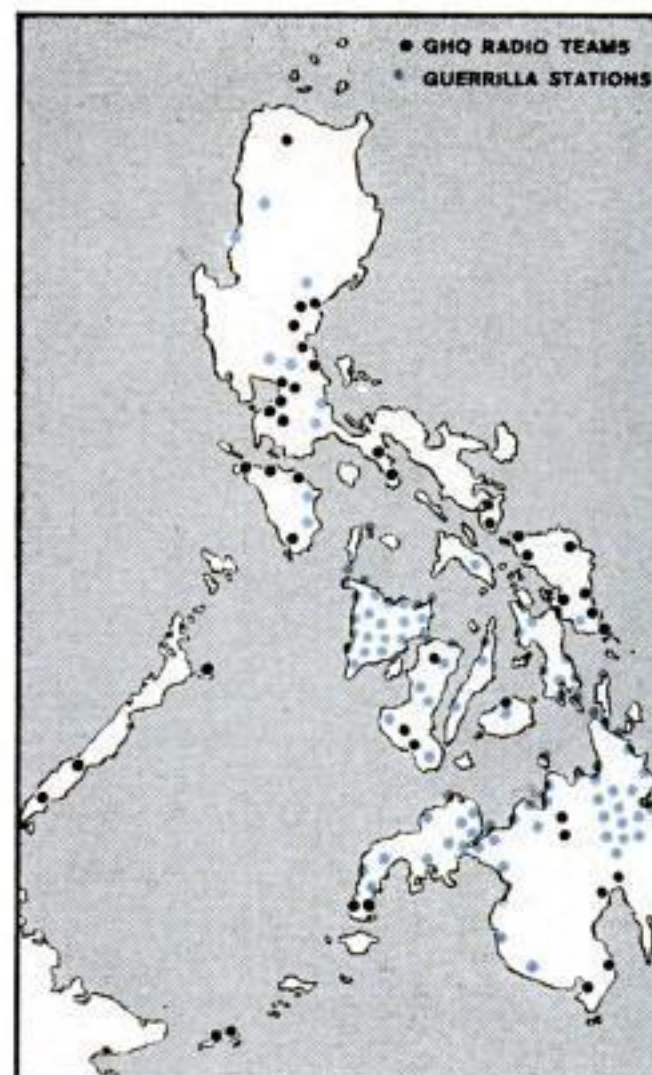


NO SEAMS TO WORRY ABOUT!

SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY INC. • 350 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT LEADING STORES



OUTPOSTS OF THE HIDDEN WAR were these radio stations and "free areas" in the Philippines. There were 141 stations (*map, left*) manned by teams sent in from MacArthur's GHQ and by Filipino teams in constant communication with MacArthur. The free areas (*circled on map, right*) were under guerrilla control, and Japanese dared not enter them.

MacARTHUR CONTINUED

When the third assault wave was ready to go in, MacArthur decided to go with it. With him, besides some of us from his staff, he took Sergio Osmeña, the man who had succeeded to the presidency of the Philippines on Quezon's death three months earlier. As the boat swung away from the ship and the historic moment approached, I studied MacArthur's face to see if he were still able to conceal the emotions that must have been flooding his soul. His face was expressionless under the familiar goldleaf-decorated cap that he had worn when he was field marshal of the islands to which he was now returning. It was as if this were a routine ride to shore, instead of a rendezvous with history.

The only sound aboard our assault barge was the steady rumble of its engine as we slowly plowed across the harbor toward Red Beach. As we neared the shore, the rumble gave way to the sounds of war: the snapping crackle of the coconut palms still burning after the bombardment, the swooping drone of planes flying low over the beach and the blat of small-caliber Japanese snipers' rifles that could be heard yards inland. Suddenly there was a grinding bump as our barge came to a stop in the shallow waters 50 yards out from the shoreline. The skipper of the landing barge was about to back off and try to find a spot where our ramp could reach dry land but MacArthur did not wait. He ordered the ramp put down and stepped off into knee-deep water. President Osmeña and the rest of us followed him.

When he reached the dry coral sand he stopped, motionless and ramrod-stiff, and took a deep breath. Then, with the water squishing out of his shoes, he strode down the beach to a spot where a mobile broadcasting unit was being set up. A few paces inland, as he walked by, soldiers crouched behind the wide trunks of palm trees, intermittently firing into the undergrowth beyond the edge of the beach. As MacArthur went by one of these trees, a crouching GI nudged his companion, saying, "Hey! Look, there's General MacArthur!"

His friend did not even look around. Sighting along his rifle, he said, "Oh, sure. And I suppose he's got President Roosevelt with him too."

During our trip into the beach a dark cloud had been moving across the face of the sun. Now, as MacArthur stepped up to the microphone on the beach, the rain began to fall. His face was unchanged and his tone calm and even as he spoke the words he had waited and worked for through two and a half years.

"I have returned."

SIMULTANEOUSLY, out through the secret radio network, into the armed and waiting barrios throughout the islands and from there by "bamboo telegraph" into the remotest jungle arsenals, the orders were flashed to the guerrillas who had been waiting so long: "The campaign of reoccupation has commenced. Although your area is not at present within the immediate zone of operations, it is desired that your forces be committed to limited offensive action with the specific mission of harassing the movement of enemy reserves within your area and as far as possible containing him to his present positions. . . ." The time had come.

The Japanese knew the importance of the Philippines as well as

CONTINUED

Almost overnight! These magic words    have changed

America's home permanent habits.

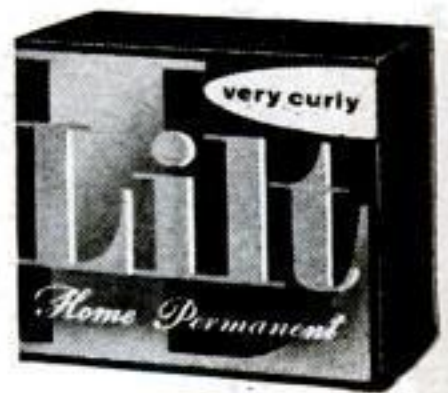
Already... over 2,000,000 smart

women



have

switched to new Lilt



the first home permanent that lets

you pick any hairstyle you want...



and get it for sure, regardless of your type of hair. The

only home permanent made and marked



to give you the hairstyle you want... new Lilt.



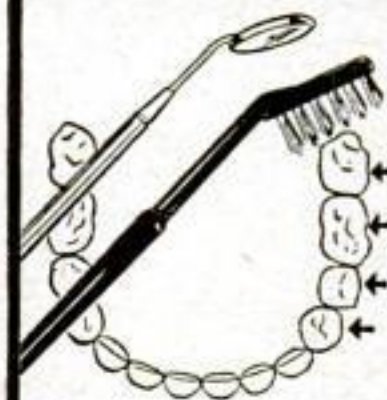
NON-FATTENING LIQUID SWEETENER **SWEETA**

One or two drops make iced tea or coffee delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!



Look for this
SQUIBB
product at your drugstore

4 out of 5 CAVITIES STRIKE YOUR BACK TEETH



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

**SQUIBB ANGLE
TOOTHBRUSH**
LOOK FOR IT AT YOUR DRUGSTORE



AN 'UNMILITARY BULGE'

In his book General Whitney records a personal footnote to the historic landing at Leyte. As the landing barge headed in toward the beach, he writes, "I asked him to do me a favor. Just before leaving for Leyte I had received from my wife a handsome, self-winding watch with a wide band made from the aluminum of a downed enemy fighter plane. She had sent it to me as a Father's Day gift, but it had only just arrived. And it happened that this day, Oct. 20, was the anniversary of our wedding. . . .

"I slipped the watch from my wrist and asked MacArthur if he would wear it as he set foot on the Philippines, so that I might always wear it as a reminder of that great day.

"MacArthur has never worn a wristwatch, but he took this one in his hand, slipped it into his left shirt pocket and said with a chuckle, 'I can't guarantee you'll ever get it back, Court.' If in news pictures of that historic occasion one has noticed a slight, unmilitary bulge in MacArthur's left shirt pocket, that was my watch."

MacARTHUR CONTINUED

MacArthur did. One of their best strategists, General Tomoyuki Yamashita, "the Tiger of Malaya," was rushed to Manila to command the defending armies. The defenders tried counterattacks. They tried infiltration. They even tried paratroops, some of whom wore leggings that had been U.S. Army surplus after World War I and carried papers on which were printed useful phrases in English. One read: "I am chief commander on Japanese besant paratroops army. All the airdrome of — has been taken by the Japanese army. It is resistless, so you must surrender. Answer yes or no. All the Japanese army have done great attack."

Virtually all that remained of the Imperial Navy made a final, desperate attempt to sweep the invaders off Leyte's beaches; in the famous Battle of Leyte Gulf the Japanese almost succeeded. On land the fighting was bitter and bloody. Japanese planes kept attacking MacArthur's headquarters, both on the *Nashville* and later when he set up his offices ashore. One pilot who nearly accomplished his mission sent two 50-caliber bullets through MacArthur's open window and into the wall only a few inches over his desk. An aide rushed in and found him working imperturbably at the desk.

"Well," said the general, "what is it?"

"Thank God, general," the aide said. "I thought you were killed."

MacArthur replied, "Not yet. Thank you for coming in."

Finally, with the help of guerrilla intelligence and sabotage, MacArthur was able to surprise and encircle the Japanese again by conducting an amphibious landing in their rear. And before the fighting of Leyte was over, MacArthur's men were swarming ashore on the island of Mindoro. From Mindoro, on a clear day, one could see Manila.

On Jan. 9 the guerrillas waiting on the northernmost island, Luzon, got their long-awaited signal. A personal message from President Osmeña was air-dropped in leaflet form by thousands of copies: "General MacArthur's forces of liberation . . . now stand defiantly on the soil of Luzon at the very threshold to our capital city. Thus are answered our prayers of many long months. . . . General MacArthur has called upon us to rally to him—I look to every patriot to heed that call. . . ."

The guerrillas of northern Luzon had long since been hard at work. They had prepared maps detailing towns and even specific buildings where enemy arms and fuel were stored. Using these maps, U.S. pilots were able to avoid needlessly destroying the other towns and buildings. The guerrillas also cut enemy supply and communication lines, ambushed patrols and destroyed supply dumps themselves. General Walter Krueger, who commanded the invading ground forces, said later that the north Luzon guerrillas were worth at least a full division of regular troops.

CONTINUED

MacARTHUR AND THE YALTA CONCESSIONS

Still one of the liveliest arguments concerning the war in the Pacific and MacArthur's role in it is the question of Russian participation in the final assault on Japan. Because the majority of the Allied high command felt that Russia's entry into the war would save American lives, the Western world's political leaders felt constrained to make concessions at Yalta and Potsdam in order to get Red troops in action against the Japanese.

Did MacArthur too agree that Soviet participation was necessary? He has stated publicly that he was against it. Evidence to the contrary has been offered in the diaries of the late Secretary of Defense Forrestal, who is quoted as saying that at Manila in February 1945 MacArthur told him the Russians should be brought into the war. But Whitney, who was present at the meeting of MacArthur and Forrestal, denies that any such statement was made by the general.

As additional proof of MacArthur's stand Whitney cites an exchange of messages between Chief of Staff Marshall and MacArthur that took

place in April 1945. Marshall wired that there were two divergent schools of thought among Pentagon planners on how to wind up the war against Japan. One involved "a campaign of air-sea blockade and bombardment" followed by landings made near but not on the Japanese home islands themselves. The second envisaged a direct assault on Japan by December but with Russian participation as a prerequisite.

MacArthur's reply, Whitney writes, strongly urged the frontal assault. He ignored, however, the factor of Russian participation. Instead he pointed out that "the Japanese fleet has been reduced to practical impotency. The Japanese air force has been reduced to . . . uncoordinated, suicidal attacks. . . ." MacArthur gave his opinion that with our resources then available in the Pacific, a target date of November would be feasible.

Thus, Whitney argues, not only did MacArthur urge the attack on Japan without Russian participation, but he also proposed an earlier date than had been thought feasible even with Soviet help.

You owe it to yourself to taste this
lighter, milder, lower-priced bourbon

OLD TAYLOR 86



YOUR VERY first glass will show you that OLD TAYLOR 86 is the finest
straight bourbon whiskey you've ever tasted.

Only a superbly rich bourbon like OLD TAYLOR has the deep, mellow character to
retain its extra-satisfying flavor in this lighter, milder, lower-priced 86 proof bottling.

Here is the lightest, mildest *good* bourbon made—a worthy companion-whiskey
to famous bonded OLD TAYLOR—"The Noblest Bourbon of Them All." Try it!



OLD TAYLOR
86 PROOF

—lighter, milder, lower-priced.

"The
Noblest
Bourbon
of Them
All"

OLD TAYLOR
100 PROOF

—full-bodied, world-famous,
bottled in bond.

KENTUCKY STRAIGHT BOURBON WHISKIES • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY.



a fashion harvest of **AUTUMN** COTTONS



by **DAN RIVER**
fabrics with fashion woven in

Stock up on **Wrinkl-SHED**® cottons for fall...and give the family a season-long treat! When Nature's autumn harvest is over...Wrinkl-Shed cottons will *still* look freshly picked! Thanks to Dan River's exclusive Wrinkl-Shed process, wrinkles hang out; colors stay in for life. And *what* colors! Dan River's new Autumn colors are rich, vibrant! There are deep, deep darks crossed with flashing foliage tones...vivid plaids stroked with ink-dark accents...all kinds of excitement. ALL ready now in fashions for the whole family...and by the yard...at good stores everywhere!

*Registered Trade Mark for Dan River Mills' wrinkle-resistant cottons. Copyright Dan River Mills, Inc., Danville, Va., 1955

For you
and you
and you



*This little miss can't miss—with Kellogg's.
A fresh favorite every time—ten personal portions!*

Kellogg's VARIETY PACK

America's best-liked cereals

MacARTHUR CONTINUED

Lieut. Colonels Arthur Noble and Martin Moses, who had organized and commanded this force in the early days of the occupation, had taken a chance too many and had been captured and killed by the Japanese. Lieut. Colonel Robert Volckmann had taken over the command. Now, as calmly as any man reporting for duty, he strode into my office in the beachhead area only 48 hours after the landings to make a full report on the activities of his guerrilla force. He then reported to MacArthur, who commended his resourceful leadership and decorated him with the Distinguished Service Cross.

On Luzon too the Japanese put up a desperate resistance, making the most of Luzon's almost impossible terrain. At this crucial time MacArthur's timetable was upset by an order he received from Washington. One hundred of his transport ships were to be withdrawn immediately, to be used to carry military supplies across the north Pacific to the Soviet forces in Vladivostok. He protested bitterly. The abrupt removal of all these transport ships jeopardized his entire Philippine campaign. Besides, he was utterly opposed to the entry of Russia into the war against Japan at this late date. Little heed was paid to his warnings that the campaign was endangered, however, with the result that tremendous quantities of military supplies of all kinds were rapidly stacked up in Siberia. (Later, of course, they became a vital factor in the Soviet's military support of North Korea and Red China.)

Directing his attack against the Japanese desperate defense on Luzon, MacArthur seemed to be everywhere at once. Every day at some point in the front lines his men would suddenly spot the familiar, faded field marshal's cap and the outsized corn-cob pipe as MacArthur went by. For weeks his advance headquarters were situated on the Luzon plain, 50 miles ahead of the Army command post. Finally, while civilians joyfully rioted at one end of the city and the enemy still fought bitterly at the other, MacArthur entered Manila.

Probably the greatest reward he received came on the day he visited the prison camps. There were thousands of prisoners, civilian as well as military, women and children as well as men, British and Filipino as well as American. They were penned up at Cabanatuan, at Santo Tomas University, at Bilibid in Manila, and at Los Baños on Laguna de Bay.

Through his guerrilla intelligence, MacArthur had discovered that as his troops approached, the Japanese prison guards increased their savagery. The longer the delay, the more of these pitiful people who would die. The thought of this, after so many years and with deliverance so near, struck him to the soul. So even before the capture of Manila, a special operation was devised and planned for rescuing the

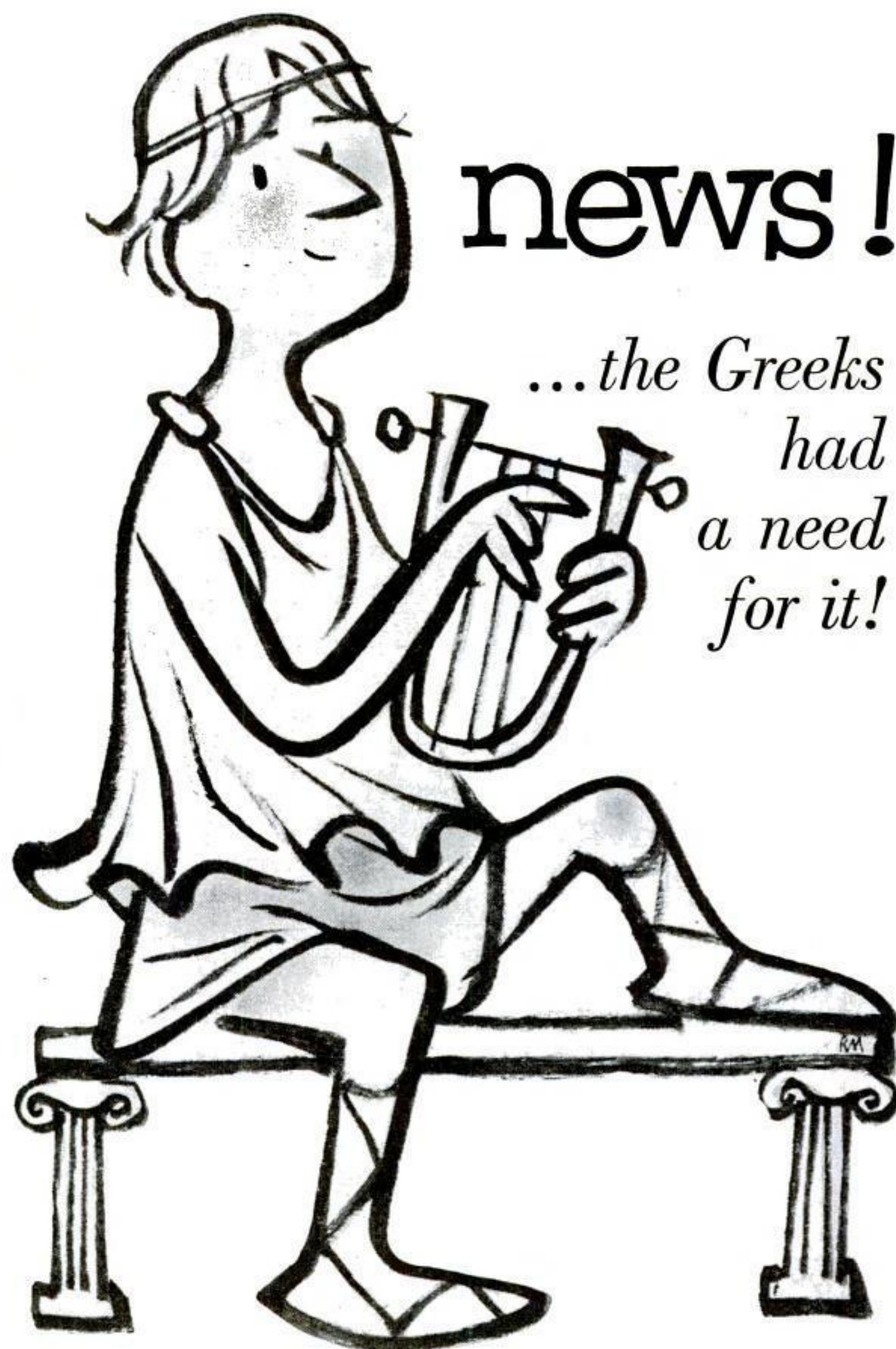
CONTINUED



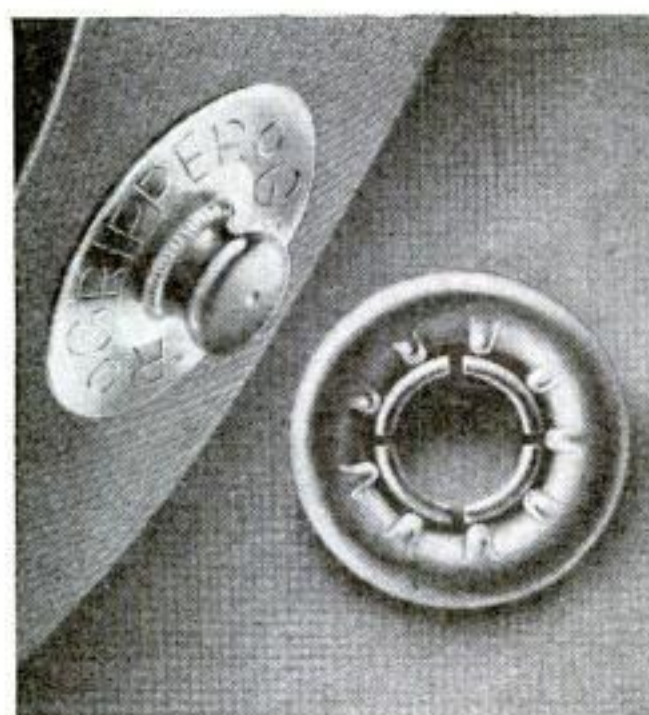
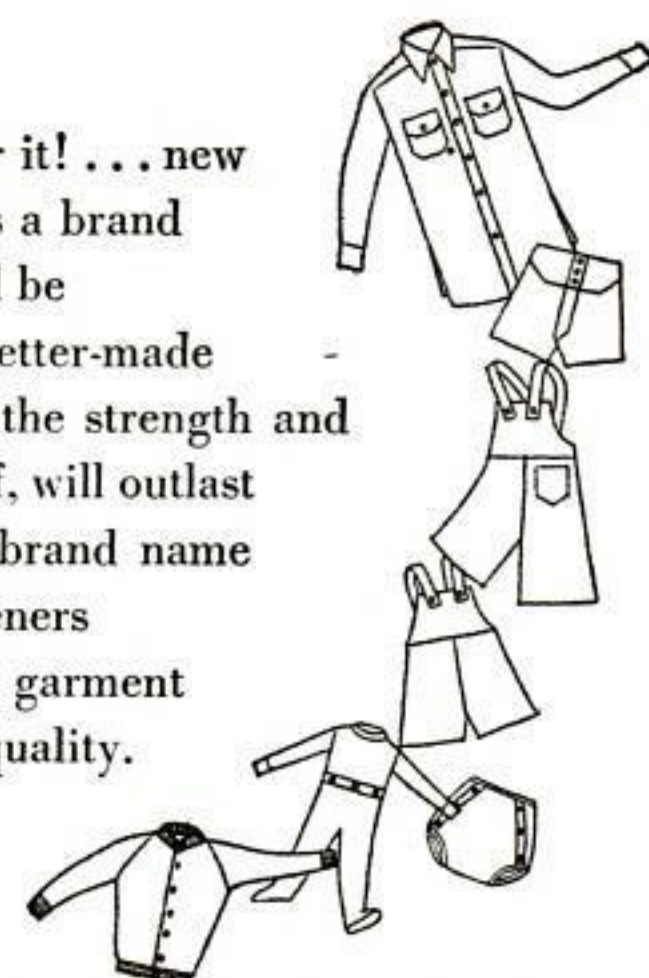
WHO SHOULD GOVERN THE ISLANDS?

When MacArthur landed on Leyte, Sergio Osmeña (*above*), legal president of the Philippines, was with him. Three days after the landing he handed the administration of the island over to Osmeña. But meanwhile, Whitney records, MacArthur was engaged in a dispute with Secretary of the Interior Harold Ickes. Insular possessions were the responsibility of the Interior Department, and Whitney writes, "Ickes had insisted that in the absence of a regularly appointed high commissioner he should assume the reins of the Philippine government. . . . Furthermore, he had already insisted, with enviable self-assurance, that he knew who the 'puppets' had been during the Japanese occupation and that he intended to arraign them immediately for treason."

"It was obvious that he intended the prompt mass execution of all Filipino leaders who had cooperated with the Japanese occupation authorities, regardless of motive. . . . MacArthur took uncompromising exception to Ickes' recommendations. He believed . . . that only the Filipinos themselves should pass judgment upon these men. . . . But Secretary of War Henry Stimson . . . supported MacArthur's arguments. So convincing were they that President Roosevelt supported Stimson and MacArthur. . . ."



And now, there's a name for it! . . . new GRIPPER Snap Fastener. It's a brand new snap fastener that you'll be seeing more and more on better-made garments! Provides double the strength and durability; it's laundry-proof, will outlast the garment. The GRIPPER brand name and radial ribs on snap fasteners mean you can be certain the garment you're buying is of highest quality.



Exclusive Radial Ribs! Nine ribs plus other features double the strength and life, assure easy, firm closure. When you see GRIPPER Snap Fasteners, you know you're getting fine garments! Also available at notion counters for home attaching.

new **GRIPPER**[®]
snap fasteners

A WORLD-FAMOUS PRODUCT OF SCOVILL MFG. CO.
WATERBURY, CONNECTICUT



Just
in
passing...

...Mr. Vacuum can help you to safer driving!

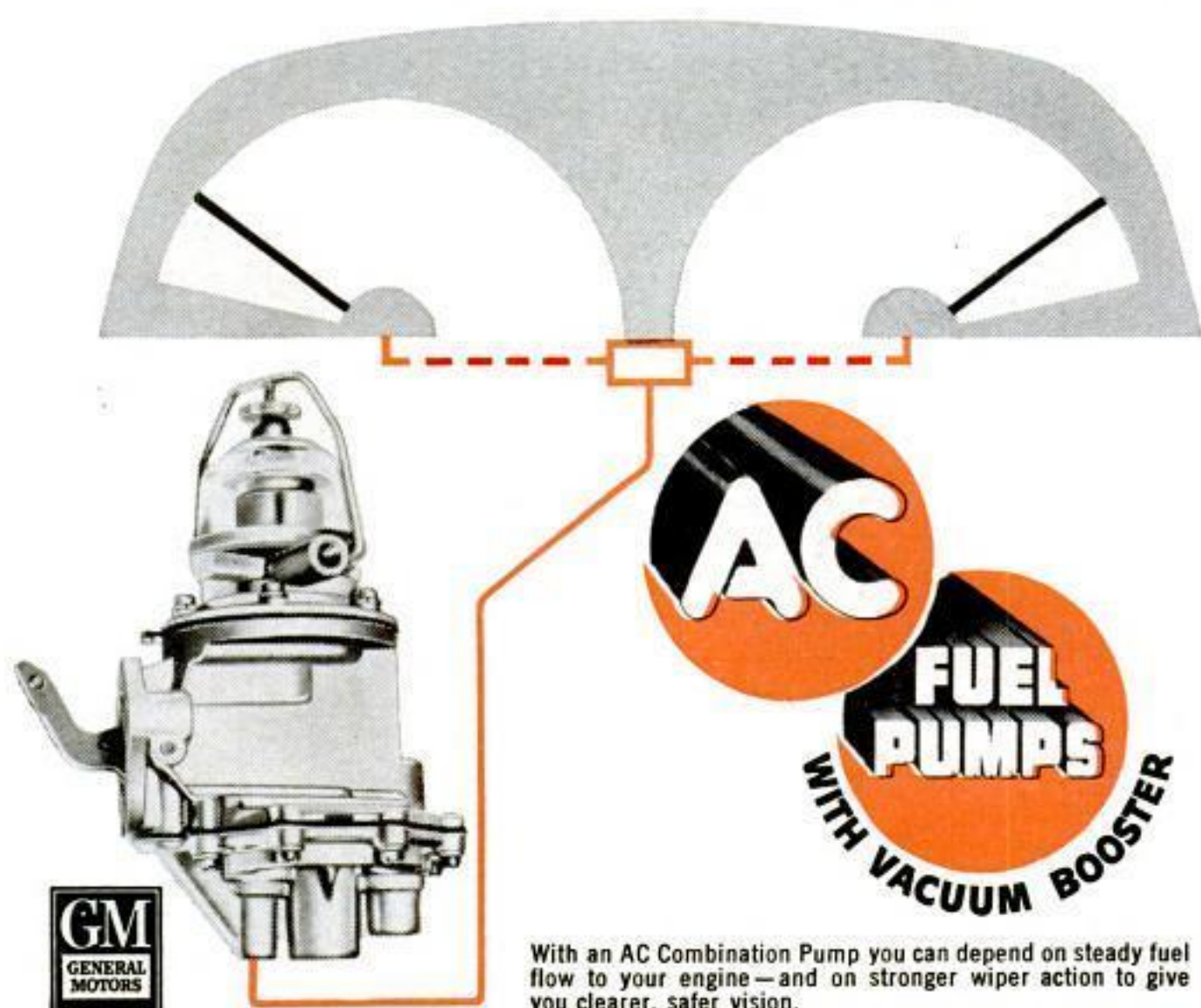
You need power — lots of power — to keep today's king-size windshields clear.

If your car is like the vast majority of cars on the road, wiper action depends on vacuum power. But, each time you step on the gas to pass another car on the road you need *extra* vacuum power . . . and with an AC Combination Fuel and Vacuum Pump you get it!

AC supplies a vacuum boost to keep wiper action steady, keep your windshield clear. And, you drive on through rain, storm, snow or sleet with greater visibility and greater safety — thanks to AC!

If you *don't* have an AC Combination Pump in your car, you need one. See your nearby AC dealer, won't you?

**AC FUEL PUMPS ARE STANDARD FACTORY EQUIPMENT ON
9 OUT OF 10 CARS AND TRUCKS ON THE ROAD TODAY!**



With an AC Combination Pump you can depend on steady fuel flow to your engine — and on stronger wiper action to give you clearer, safer vision.



HEARTFELT REWARD came when MacArthur released his "Bataan boys" from prison. Here one prisoner gives him an emotional greeting.

MacARTHUR CONTINUED

prisoners. In a series of surprise raids, the enemy's lines were penetrated at all four points and the prisoners liberated without the loss of a single prisoner's life. It was perhaps the most brilliant exhibition of hit-and-run tactics of this kind in the entire history of the war. Not for nothing was MacArthur a student of the raiding tactics of the Civil War.

At Santo Tomas on Feb. 7, 1945, Japanese artillery shells were still falling in the compound. Apparently the prisoners knew MacArthur was coming, because as he stepped out of his car he was greeted by a thundering roar of cheers from every window. In the main building he was mobbed, as more than 3,000 milling, shouting, crying people tried to kiss him, embrace him or simply touch his sleeve.

At Bilibid, where 800 people had somehow survived for three years on wormy corn, rice and soy beans, scarecrow figures fought and scratched at each other to get close enough to grasp MacArthur's hand. Others threw their arms around him and had to be gently pried loose.

In contrast to the pandemonium in the civilian section of Bilibid was the scene when he entered the military section of the prison. Here, instead of shrieking mobs, were lines of silent men — emaciated, unkempt, but nearly every one standing at attention beside his cot. The only sound was the occasional snuffle of a grown man who could not fight back the tears. Here was what was left of his men of Bataan and Corregidor. As MacArthur passed slowly down the erect, scrawny column, a murmur accompanied him as each man greeted him with, "You're back," or "You made it," or "God bless you," and MacArthur replied, hoarse with emotion, "I'm long overdue. I'm long overdue."

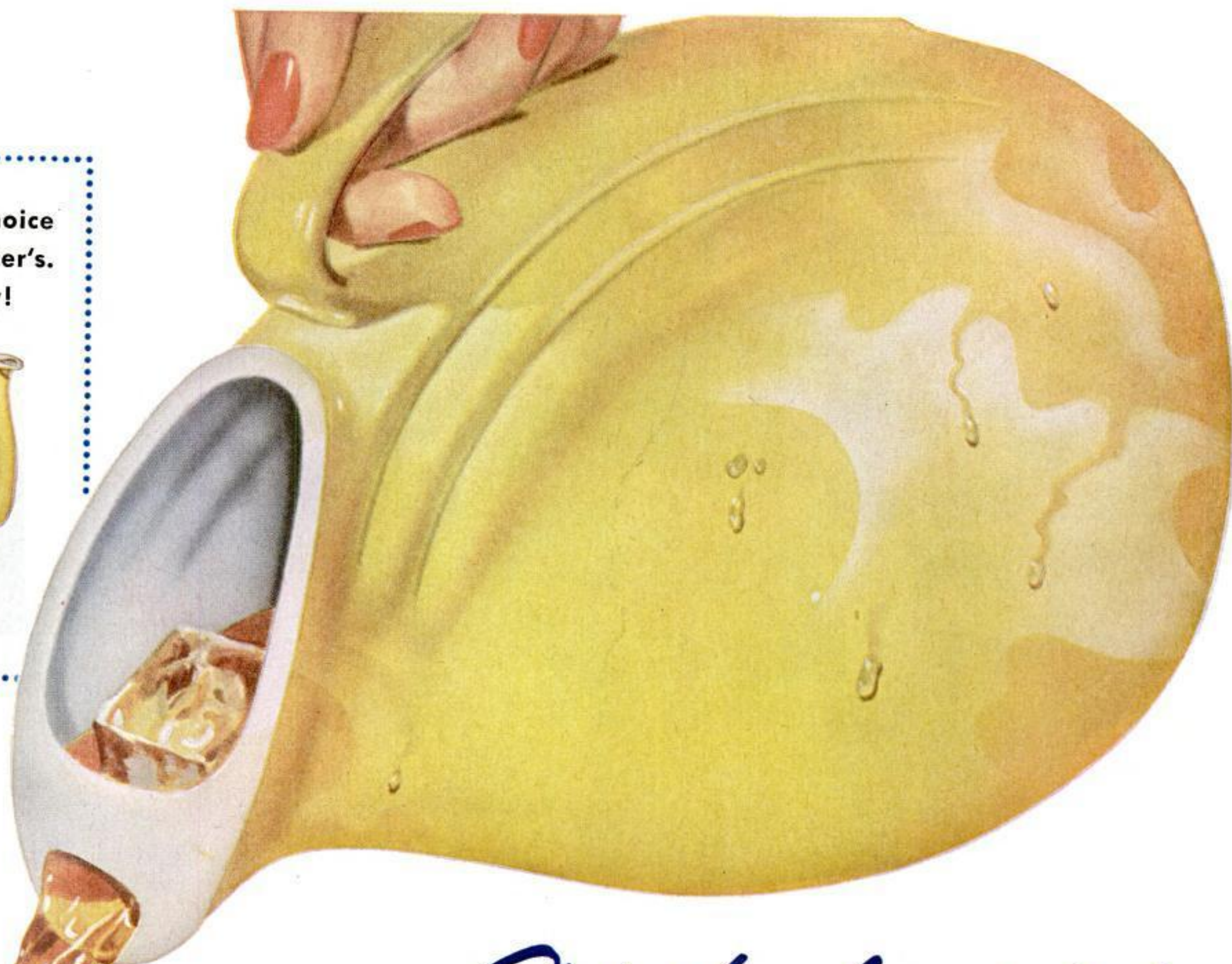
Near the end of the column a man in dirty trousers and a torn undershirt hobbled forward. He introduced himself as a major who had fought at Bataan. "Awfully glad to see you, sir," he said. "Sorry I'm so unpresentable."

MacArthur stopped and shook his hand. "Major," he said, "you never looked so good to me."

IN NEXT WEEK'S ISSUE: THE CONQUEROR IN JAPAN

In the second instalment of "MacArthur's Rendezvous with History," General Whitney describes the occupation of Japan: "a lone figure pacing the aisle of an unarmed plane bound for the homeland of an armed and suicidal enemy" . . . entry into a "phantom city" . . . reunion with Wainwright: "Jim . . . Jim" . . . the green-baize desk in the Dai Ichi Building . . . the new Japanese constitution and its famous no-war clause . . . answer to a Soviet complaint: "Tell him there will be no apology, oral or written."

Genuine Hall china. Choice
of 3 colors. At your grocer's.
Supply limited. Hurry!



Get this beautiful
ICED TEA PITCHER

ONLY 89¢ (\$2.00 VALUE)
with purchase of
McCormick Tea or Tea Bags
(This offer not available in certain areas)

McCORMICK TEA

It's the *Magic Blend* of the choicest tea leaves grown
... created by the world's foremost flavor experts.



For years, the wonderful
flavor of McCormick Tea
has been protected in
foil-lined tea bag cartons.



THE HOUSE OF MCCORMICK

Cadillac



Scene photographed in Christian Dior's Paris Salon expressly for Cadillac by Cecil Beaton.

Styling the Whole World Admires !

We doubt seriously that any other automotive design ever inspired such deep or such widespread admiration as that of the 1955 Cadillac.

Let the car appear on any highway in the world—even among people who have never before seen its familiar silhouette or heard its famous name—and it will be recognized instantly as the "car of cars."

And, of course, the way a Cadillac *looks* is an

authentic reflection of what a Cadillac *is* and *does*.

Its great beauty, for instance, faithfully foretells the deep feeling of pride and satisfaction that comes to its owner every time he takes the wheel.

Its careful craftsmanship is clearly indicative of the car's dependability and economy of upkeep.

And its graceful, scientific styling accurately reflects the car's smoothness of ride . . . with an

absolute minimum of resistance from wind and road.

We suggest that you come in today for a close personal inspection of this remarkable Cadillac styling . . . and to see what it means in terms of motoring pleasure and satisfaction.

We'll be most happy to give you the keys . . . and the car . . . and the surprising facts that make this the *perfect* time to move up to Cadillac.



YOUR CADILLAC DEALER

THE TALE OF TWO MOTHERS' ONE SON

'The Divided Heart' recalls a memorable LIFE story about the pathetic dilemma of a Yugoslav boy

Among the heartbreaks and dilemmas left in the cruel wake of World War II, the case of Ivan Pirečnik became the most celebrated—the boy torn between the German couple who had adopted him and his Yugoslav mother who had lost and then found him. The plight of Ivan, which became a painful international problem and a memorable LIFE story (Oct. 13, 1952), has been made into a film, *The Divided Heart*. It follows the true story, as LIFE told it, in almost every touching detail.

When Ivan was less than a year old, his Partisan father was executed

by the Gestapo and his mother sent to a concentration camp. Ivan was adopted by a German soldier and his wife. Nine years after the war his mother traced him and an allied occupation court had to make the difficult decision: whether it should force Ivan to give up a home he knew and loved for a homeland he could not remember and a mother whose language he could not understand. The movie, made by British Producer Michael Balcon, ends as Ivan leaves Germany and his foster mother and father. The real-life story of Ivan continues today in Yugoslavia (p. 82).



REAL-LIFE BOY, whose German name before repatriation was Dieter Sirsch, posed at 3½ for a family album snapshot in 1944 (*top*) with his foster mother, Josefine Sirsch. In 1953 (*bottom*), his name now Ivan Pirečnik, he was photographed with his real mother, Pavla. She supports him by working as charwoman.

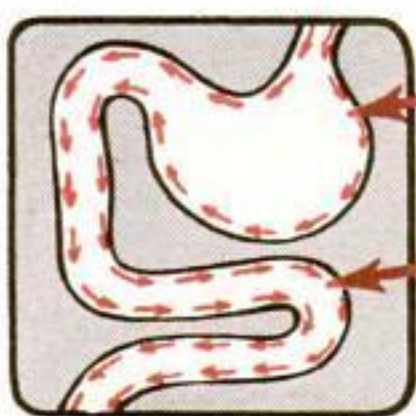
MOVIE BOYS are played by Martin Keller (*top*) as the younger Ivan Pirečnik about to leave the war orphanage in the arms of his German foster mother (Cornelia Borchers), and Michel Ray (*below*), the boy grown older, who embraces his real mother (Yvonne Mitchell) who has come from Yugoslavia to visit him.



Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT



Take Hospital Tested

Pepto-Bismol®

...and feel good again!

Two Mothers' One Son CONTINUED



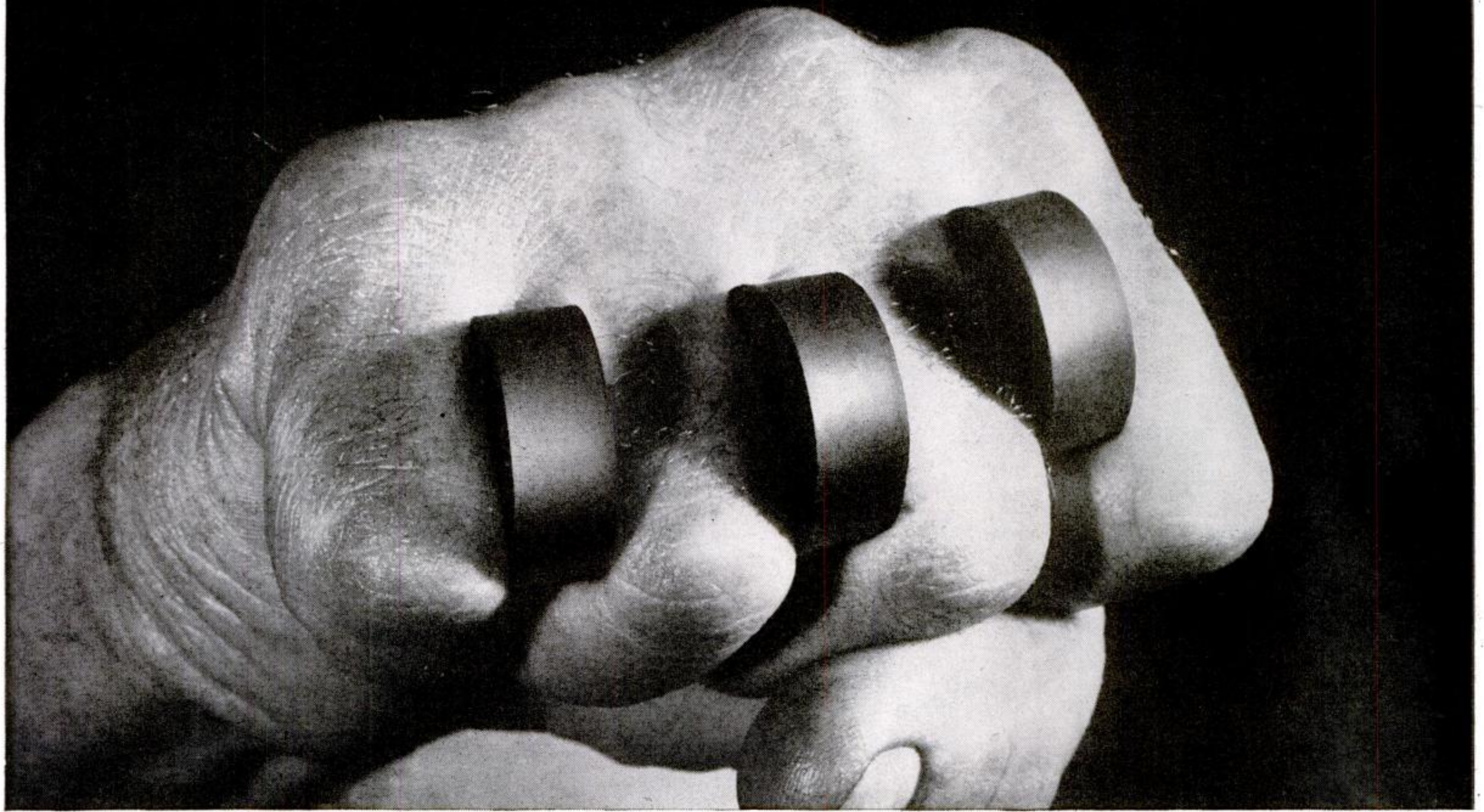
IN IVAN'S **SCHOOLDAYS** in Germany (*top of page*) his real-life deskmate was bespectacled Gerhard Zwesper who basked in reflected publicity when the Pirečnik case was of international interest. In movie version (*above*) the boy shares his desk and pencils with blond-tressed girl (Krystyna Rumistrzewicz).



IN **JUDGE'S CHAMBERS** (*top*) in Frankfurt in 1952, Ivan holds a basketball and a copy of *Robinson Crusoe* in German, gifts of Judge William Clark (*right*), chief justice of occupation court which was to decide Ivan's future home. In movie (*bottom*) boy is questioned by judges in court chambers.

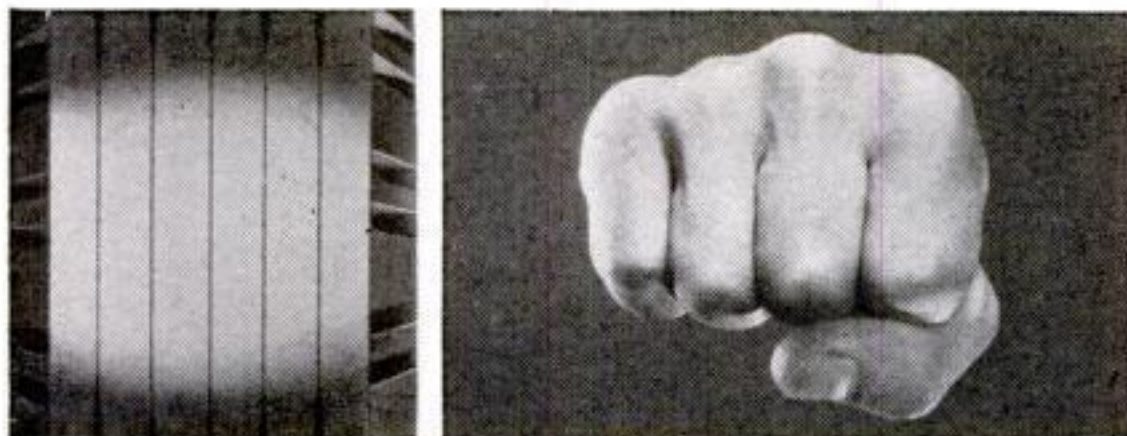
CONTINUED

KNOCK-OUT PUNCH FOR SKIDS!

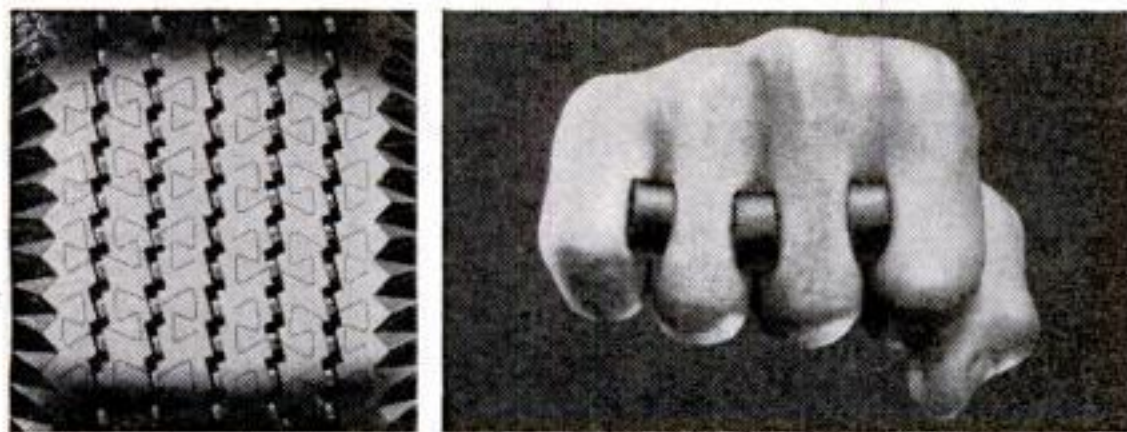


ARMSTRONG TIRES' "OUNCE OF PREVENTION"

Safety Discs give you skid protection no other Tubeless Tires offer!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth and slippery surface under pressure. Under brake pressure the tread loses its vital grip on the road . . . and you skid!



With Armstrong Tires, the tread *can't* compress! Can't squeeze together. For, just like your fingers when you put rubber discs between them . . . "Ounce of Prevention" discs keep the gripping edges apart. Tread *can't* lose its grip on the road . . . thus preventing dangerous skids!

MAKERS OF ARMSTRONG PURE FOAM FOR FURNITURE AND BEDDING, HOME OFFICE WEST HAVEN, CONNECTICUT

Photos on the left demonstrate why Armstrong Tires give you the greatest skid protection in tire history. And remember, skids are the *major* cause of accidents due to tire failure.

So today — get the world's first and only tubeless tires with "Ounce of Prevention" Safety Discs. Get new Armstrong Miracle Tubeless Tires. They can save *your* life and the lives of your loved ones!

ARMSTRONG

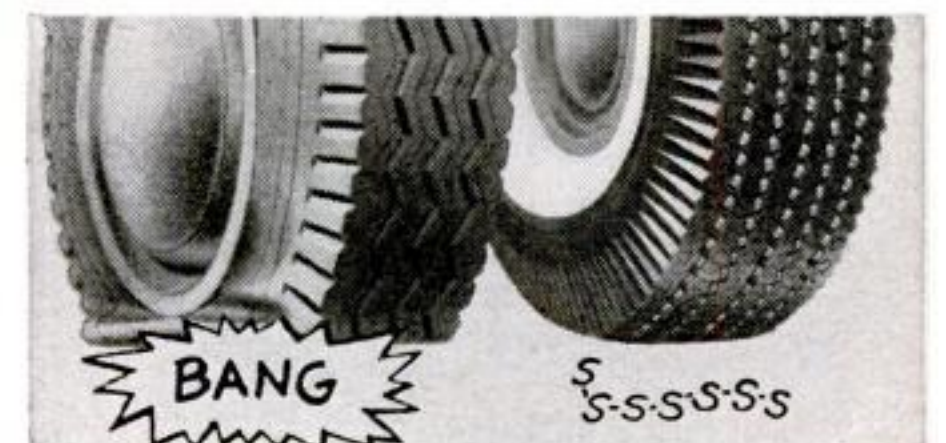
Rhino-Flex



Tubeless Tires

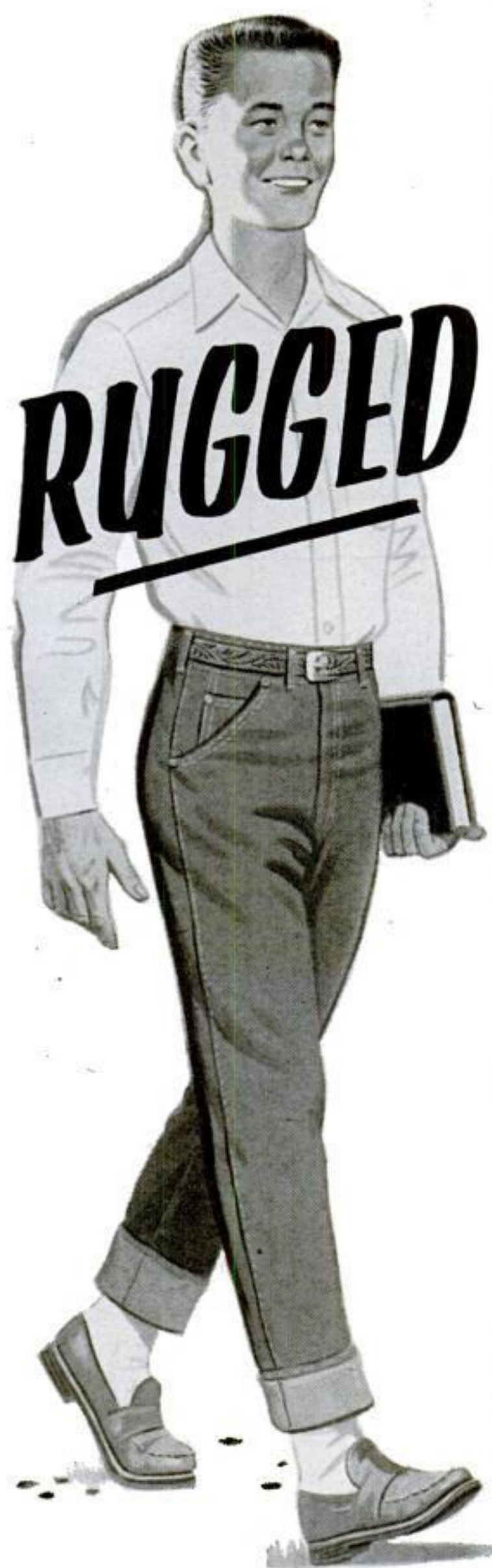


Only Armstrong gives you this LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE—the longest and strongest in the industry.



Armstrong's advanced engineering know-how developed a special puncture-protected liner that resists bruise blowouts . . . gives you ample time to make a straight-line stop.

Back To School?
Try **Dickies**®



Authentic Western Jeans

Yep, they're rugged — cut in real western style from tough, top-grade blue denim, and Sanforized to hold their size. *Dickies* Western Jeans are available in regular, husky and slim size proportions to fit all boys... all sizes, *correctly!* Want good-fitting jeans that wear a long, long time?

Next time try *Dickies*

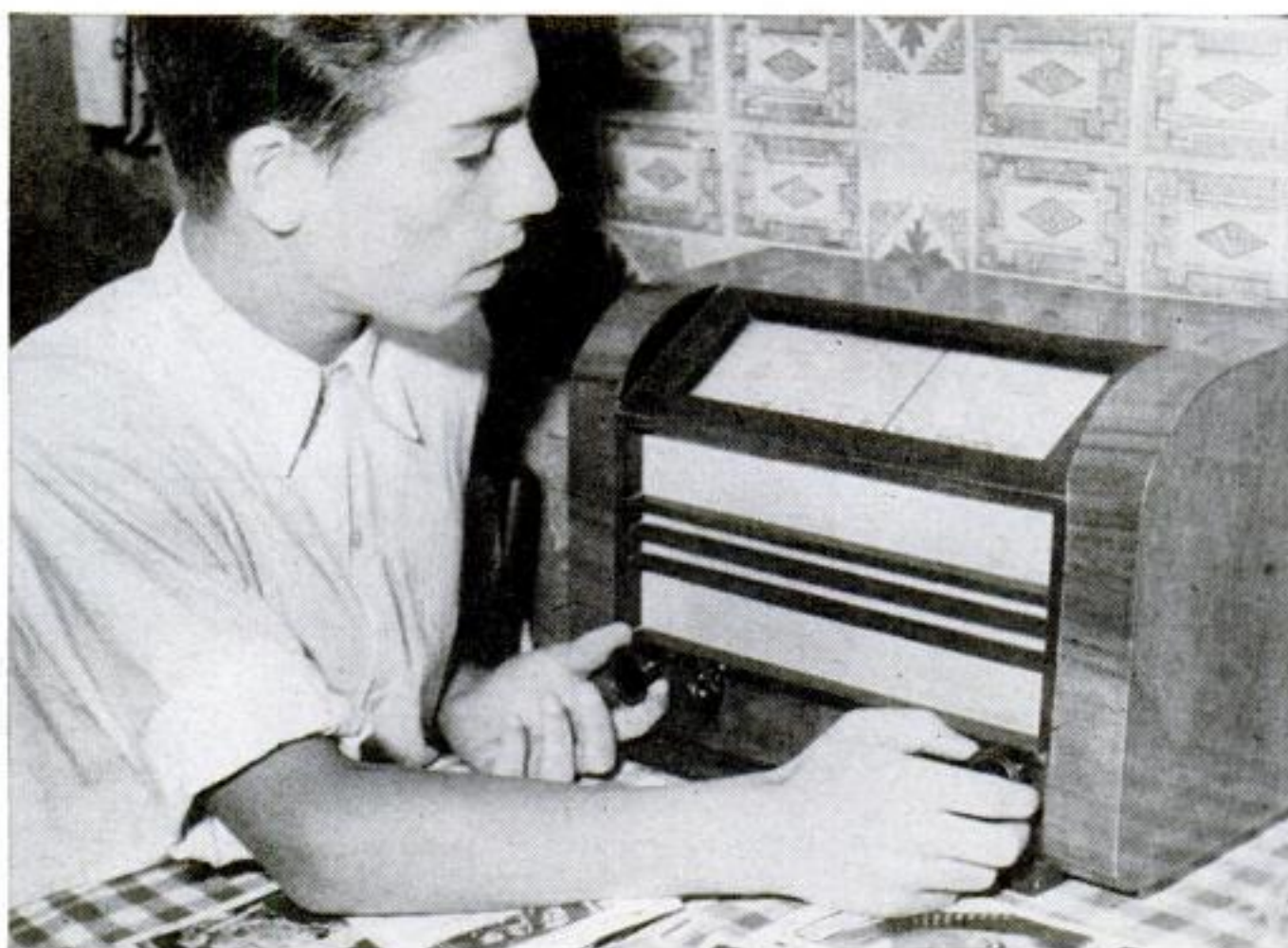


WILLIAMSON-DICKIE MANUFACTURING CO.
509 West Vickery Blvd. Fort Worth 1, Texas
Copyright 1955 W. D. Mfg. Co.

Two Mothers' One Son CONTINUED

FOR IVAN, NO LOOKING BACK

Three years after his return home to Šoštanj, Yugoslavia, Ivan has mastered the Slovene dialect his mother speaks and moved on to the seventh grade. He has not seen the Sirsches since, and he has written to them only twice. In his first letter he fondly assured them he had arrived safely. The second letter, written a short time later, had a bitter reference to the fact that the Germans had murdered his real father. Josefina Sirsch is sure somebody else wrote that sentence for him.



THE FAMILY RADIO keeps young Ivan, who plans to be an engineer, busy tinkering with dials and tubes and learning the folk songs of his new country.



PLEASED MOTHER, Pavla Pirečnik, sews a button on her boy's pants. Ivan ripped it off in a school basketball game.



UNCLE IVAN on a visit recounts his youthful feats of athletic prowess to his giggling 4-year-old niece, Irena Pecin, daughter of his sister Marija.

Back To School?
Try **Dickies**®



School Shirts and Pants

There's a new, snappier look on campus... *Dickies* neat, sturdy, washable twills. Boys of all sizes get a better fit because *Dickies* are available in husky and regular size proportions. Fully Sanforized *Dickies* army twill pants come in four popular colors — lighter weight twill shirts with sport collar, in two. They're practical, economical for the good-looking "schoolster."

Next time try *Dickies*



WILLIAMSON-DICKIE MANUFACTURING CO.
509 West Vickery Blvd. Fort Worth 1, Texas
Copyright 1955 W. D. Mfg. Co.



Said Little Miss Muffet on top of her tuffet,
“Away with these curds and whey!
Jell-O’s mighty nutritious, and far more delicious-
Why, I could eat Jell-O all day!”

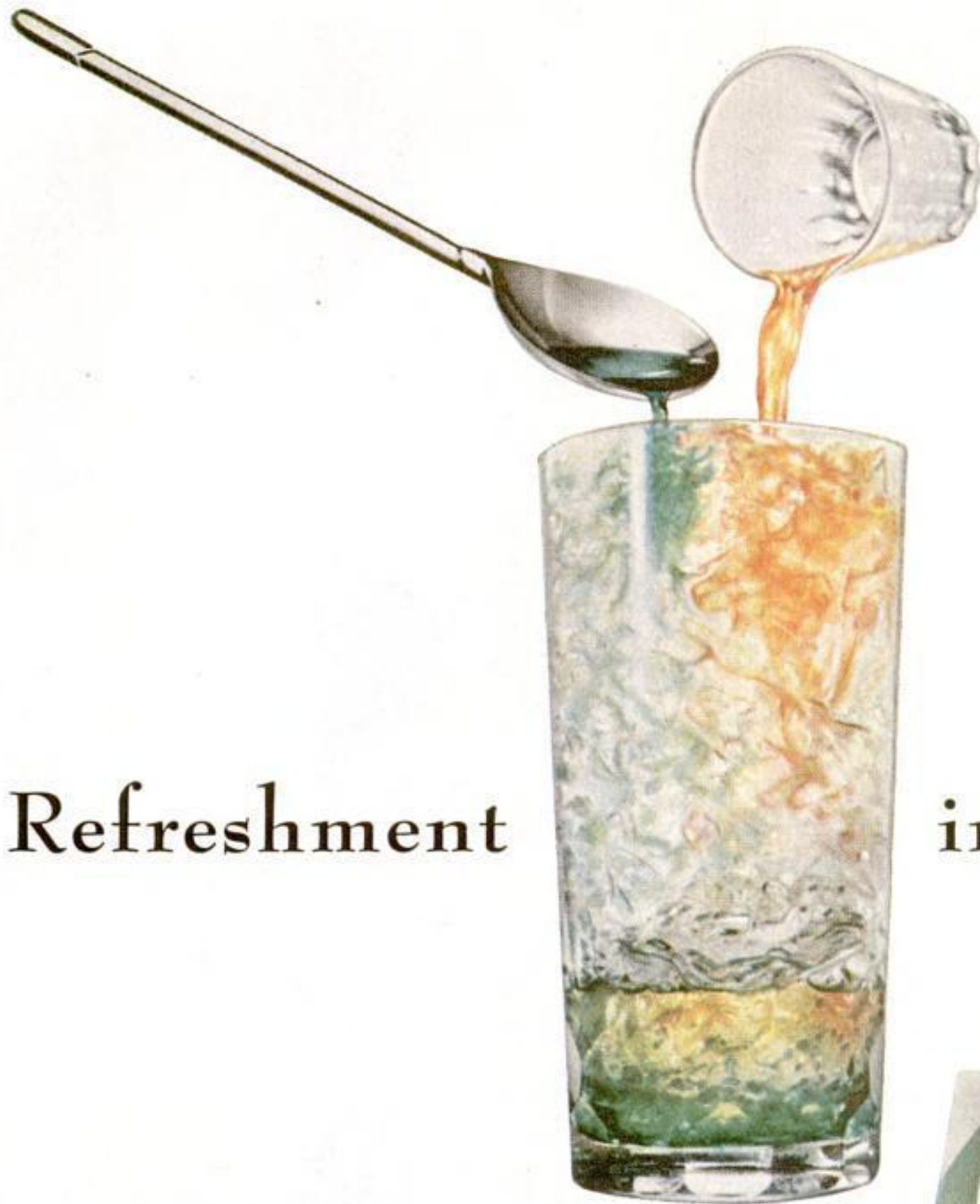
COPR. 1955, GENERAL FOODS CORP.



JELL-O IS A REGISTERED TRADE-MARK
OF GENERAL FOODS CORPORATION

Cool Refreshment

in the Making...



Try the deliciously different
"Forester Frost"...

A new summer drink
by famous Old Forester

RECIPE

Muddle a teaspoon of sugar and a splash of water in a tall, chilled glass. Add the juice of $\frac{1}{2}$ lemon. Pack with crushed ice. Add $1\frac{1}{2}$ oz. Old Forester, pour in a teaspoon of creme de menthe, and stir vigorously. Garnish with cherry and lemon peel.

"There is nothing better in the market"



ABOVE CENTRAL CITY, THE RIDERS LINE UP FOR THEIR ANNUAL GROUP PICTURE. AFTERWARD, STILL LINED UP, THEY PARTICIPATED IN RELIGIOUS SERVICES

ROUGHING IT THE SOFT WAY

The Roundup Riders of the Rockies are a group of wealthy Colorado businessmen who like to go roughing it in the mountains but don't care to be bothered with the inconveniences. Last month, as they rode a 127-mile backwoods trail from Central City to Estes Park on their eighth annual outing, the Roundup Riders were accompanied as usual by a crew of wranglers to care for the horses and followed on the highway by a

fleet of trucks (*p. 36*) which provided everything for the riders from hot roast beef for lunch on the trail to hot showers at elaborate camps set up for the night. Entertained in the evening by professional showmen hired just for the outing, the 33 Roundup Riders and 73 guests found the seven-day trip worth the \$500 cost to each, but most of them still came away from it, just like any trail-riding vacationist, sore in the seat.

AT CAMP RIDERS CLEAN UP FOR DINNER. ELMER BERG, DENVER AUTO DEALER, USES ELECTRIC RAZOR OPERATING ON CURRENT FROM PORTABLE GENERATORS



CONTINUED

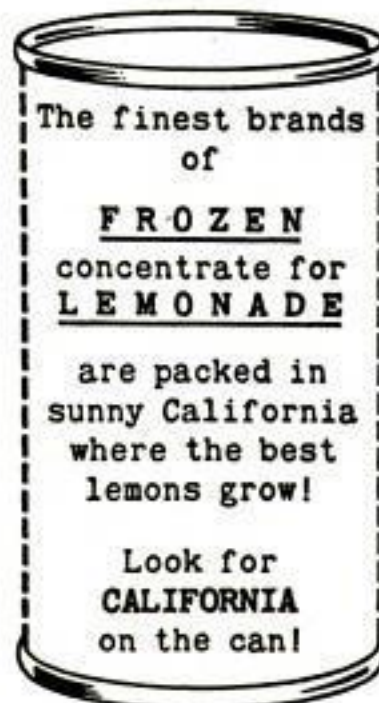


"Time for a Lemonade Lift!"

Refreshing! Lemonade's the beverage that picks you up... without letting you down! That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can...add water, ice. Nice mixed with ginger ale or soda!

Costs only 3¢ a glass! Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator.

**So easy now with
FROZEN LEMONADE
from sunny California**



LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA



NEVER CARRY MORE CASH
than you can afford to lose

**you can't lose with
AMERICAN EXPRESS
TRAVELERS CHEQUES**

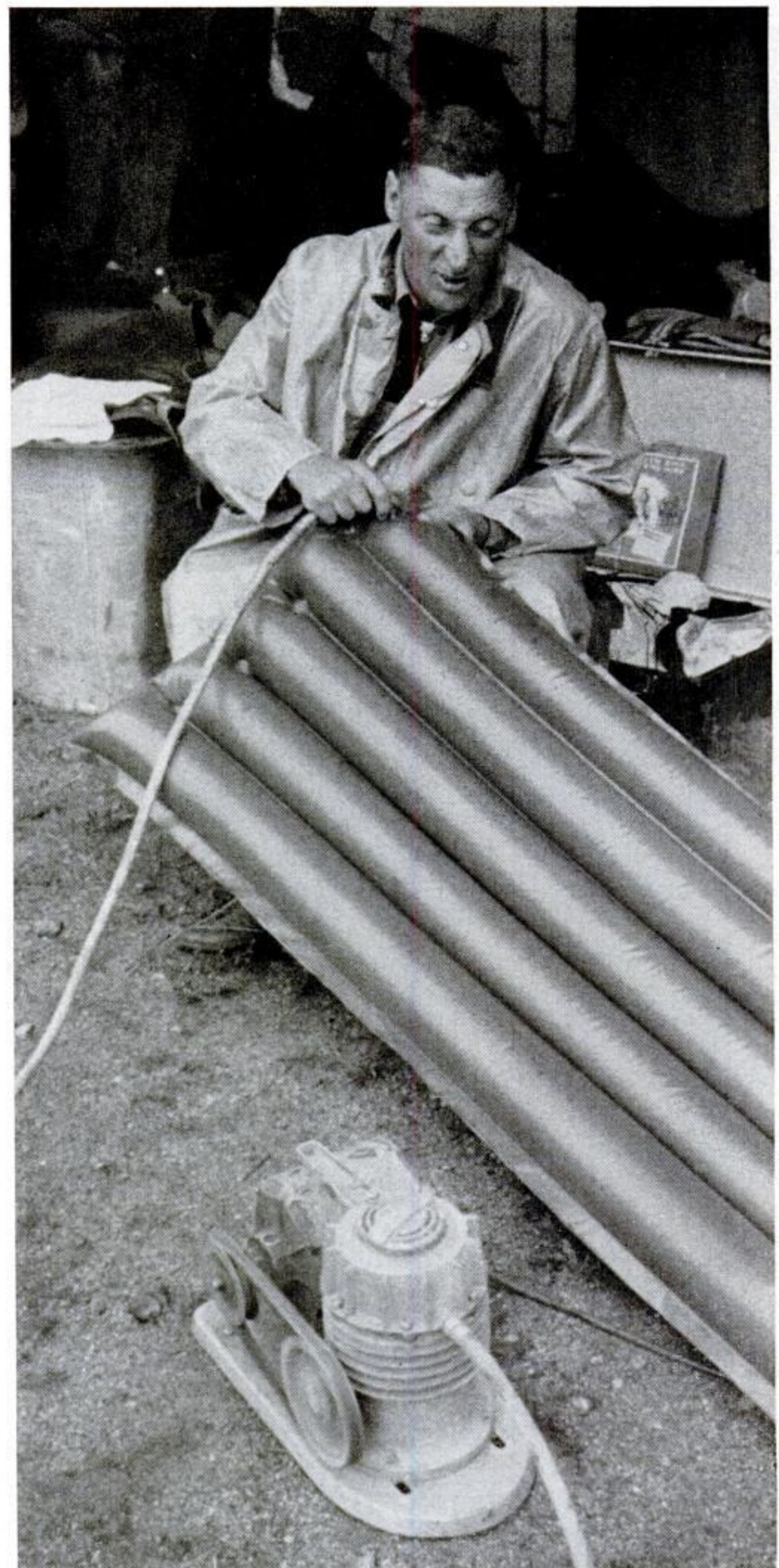
- Immediate refund if lost or stolen
- Instantly accepted everywhere — and only when you sign them
- Sold at any BANK, at Railway Express, and Western Union offices. Only 75¢ per \$100.



ROUGHING IT CONTINUED



CAMP CREW for the trip included drivers of the 13 trucks that went with the expedition. Music was provided by public address system in one truck.



AIR MATTRESS is blown up by Roundup Rider Jack Foster, a Denver auto supply merchant whose chore is made easy by use of an electric air pump.

CONTINUED



Even a little shrinkage can ruin a style

These days, the least loss of fit and you might as well say "good-bye" to the dress—and the hard-earned cash you've sunk into it.

Yet it's so unnecessary!

All you have to remember is one word—"Sanforized." No danger of a watery grave for

cottons that bear the "Sanforized" trade-mark. They fit like the day you bought 'em—washing after washing after washing! Honest!

• • •

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

•SANFORIZED•

TRADE © MARK

**SAVES THE STYLE . . . PROTECTS
YOU AGAINST SHRINKAGE**

Looking for Something?



AUTOMOBILES



**FROM AUTOMOBILES
TO TIRES
WHATEVER YOU NEED**



ROUGHING IT CONTINUED

CLEANUP AND RUBDOWN



HOT SHOWERS at the camp are enjoyed by riders before dinner. Water, piped in from cold mountain streams, was heated in a specially equipped truck.



EVENING MASSAGE is given to F. Burr Betts, president of Security Life Insurance Co., by Denver masseur who set up his tent in camp each night.

**You Can Depend On
STRONGER Yet SAFER
ANACIN
to relieve
PAIN**

Won't Upset The Stomach

Anacin® not only gives stronger, faster relief from pain of headache, neuritis and neuralgia—but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today! At all drug counters.



**INGROWN NAIL
Hurting You?
Immediate
Relief!**

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



WINSTON
TASTES
GOOD—
LIKE A
CIGARETTE
SHOULD!

BOB
CUMMINGS



CONTINUED

**SUMMER
SILVER**

S

A

T

E



SAVE \$27.55 ON A COMPLETE 56-PIECE SERVICE FOR 8

Usually \$97.50. Sale-priced just \$69.95 in any Holmes & Edwards sterling inlaid pattern. Ask your silver dealer about the big beautiful \$25 drawer chest—also specially priced for this sale.



HAVE EVERYTHING YOU NEED TO SET A PROPER TABLE...NOW!

No more wishing or waiting! You can have every piece of silver you need to set a proper table for 8 ... plus 8 serving pieces ... all at a special sale price! Save now and have the best ... the loveliest ... and the only silverplate in the world with sterling inlaid at backs of bowls and handles of most-used pieces. See your nearest Holmes & Edwards dealer now! You'll get the silver buy of a lifetime!

Holmes & Edwards sterling inlaid silverplate

MADE ONLY BY THE INTERNATIONAL SILVER COMPANY, U. S. A.

ROMANCE DANISH PRINCESS SPRING GARDEN BRIGHT FUTURE MAY QUEEN



COLGATE'S GREATEST SHOW ON WORTH!

BUY GIANT SIZES AND **SAVE!**

YES...WE CARRY SMALLER SIZES, TOO!

Buy Giant Size CASHMERE BOUQUET TALC for 43¢* SAVE 4¢!

Buy Economy Size VETO CREAM DEODORANT for 63¢* SAVE 14¢!

Buy Economy Size VETO SPRAY DEODORANT for 59¢* SAVE 8¢!

GIANT SIZE 43¢ YOU SAVE 4¢

ECONOMY SIZE 63¢ YOU SAVE 14¢

COLGATE RIBBON DENTAL CREAM

GIANT SIZE 79¢ Over 70 Shaves

Buy Economy Size COLGATE DENTAL CREAM for 63¢ SAVE 14¢!

Buy Giant Size RAPID-SHAVE for 79¢ OVER 70 SHAVES!

Buy Giant Size HALO SHAMPOO for 89¢ SAVE 36¢!

Just Look At These Savings on GIANT SIZES!

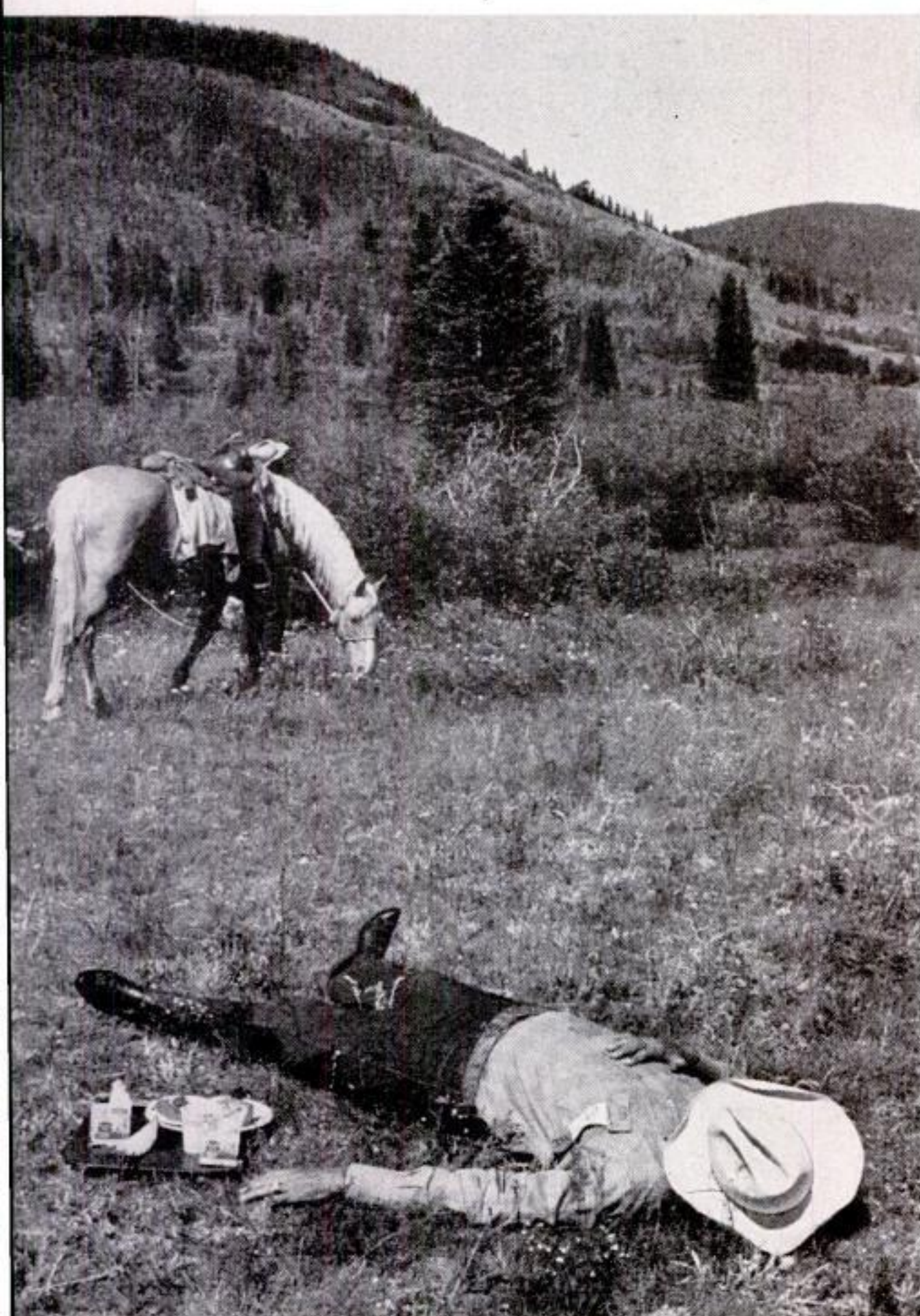
Ounce for Ounce They Cost You Far Less
Than Smaller Sizes. Stock Up Now—and Save!

*Plus Tax

Look For This COLGATE CIRCUS DISPLAY At Your Dealer's—Now!



STRUNG OUT, riders cross gentle slopes above Eldora, Colo. High points of trip came later when they crossed and recrossed the Continental Divide.



VORN OUT, a rider dozes during a lunch break near Tolland, Colo. Every morning and afternoon a "beer truck" met riders on the trail with drinks.



Will you pay the costly penalty of stop-and-go driving?

Ugly looking mess, isn't it? And, mighty rough on motors, too. Yet, this is only one of the troublemakers you meet during stop-and-go driving. Troublemakers that can cause you plenty of grief! That's why you need Alemite CD-2.

You see, during stop-and-go driving your engine temperature changes rapidly. Stop... warm up... stop, and temperature cool... then start again and another change. *Each time your motor cools* dangerous by-products collect... acids, water, sludge. These are the enemies that cause rust, corrosion, clog valves and lifters, pit metals. If you're dissatisfied with your car's performance, sluggish starts, or noisy tapping motor... then

you need the protection and improved motor performance that Alemite CD-2 gives.

How CD-2 Protects Your Engine

Alemite CD-2 is a combination of six active ingredients... each one protects your car in a different way regardless of quick temperature changes. And no single additive can match CD-2's multiple action. No matter what gas or oil you use!

Add a can of CD-2 and see the difference almost immediately. Your engine runs quieter! You feel new pep and power. Then when you change your oil you'll see thick, clogging sludge washed from engine. Try CD-2 now. Your money back if you're not 100% satisfied.



**CD-2 guarantees all this
or your money back!**

1. Gives any engine an on-the-road tune-up — new power — new performance — new life!
2. Dissolves and removes lacquer-like deposits on valves, rings, and pistons which make them stick.
3. Eliminates damaging rust and bearing corrosion.
4. Banishes harmful crankcase sludge and "goo".
5. Coats bearings with an extra wear-resistant film.
6. Keeps new engines new—helps avoid costly repairs.
7. No kerosene or naphtha to boil away—works continuously from oil change to oil change!

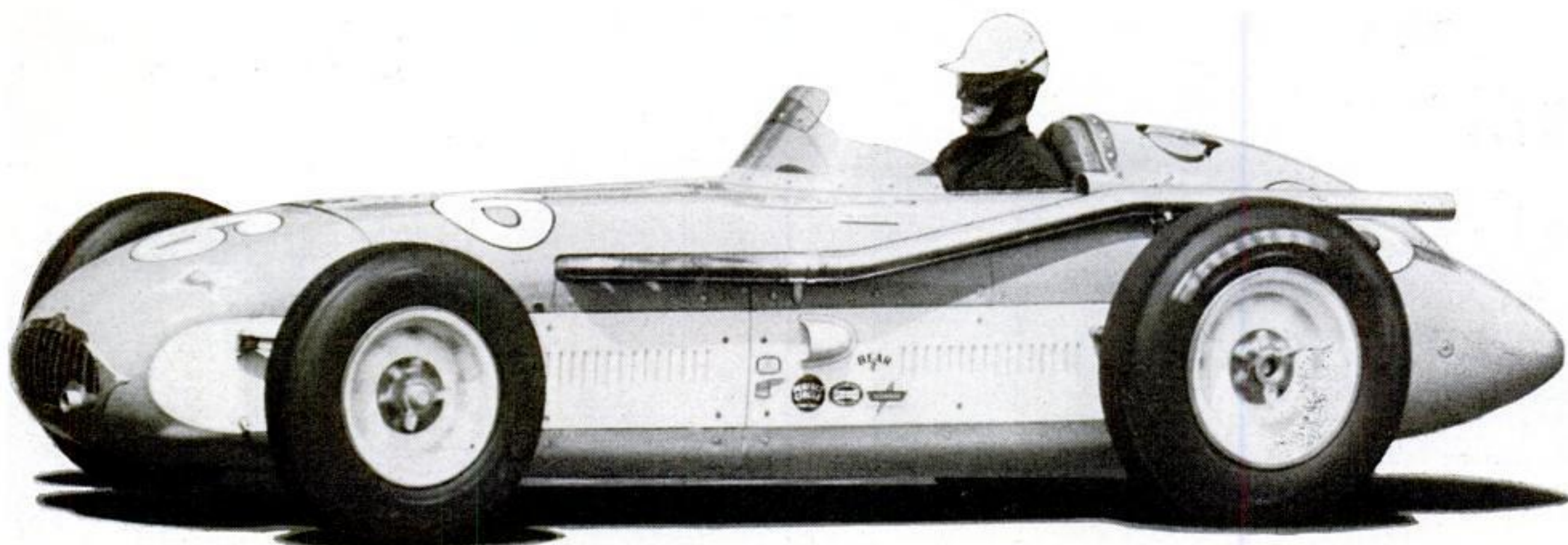
Only \$1.35 at your service station,
car dealer or auto supply store

ALEMITE CD-2

There's nothing like it on the market!

Only **CHAMPIONS**
give you the two things you want
most from spark plugs ...

OUTSTANDING PERFORMANCE!



Champions score twenty-fifth victory in Indianapolis "500"! Bob Sweikert, with a winning average of 128.209 m.p.h., and *all other finishers* used Champions!

OUTSTANDING ECONOMY!



Five-rib Champions score sixth straight victory in Mobilgas Economy Run. A Champion-equipped Studebaker Commander averaged 27.4 miles per gallon to win the 1955 Sweepstakes Trophy in 1323-mile economy test!

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

INSIST ON 5-RIB

CHAMPION

SPARK PLUGS



MUMBLING SLEEPILY, GLORIA TWETEN ACKNOWLEDGES THE CHEERY 6:30 A.M. GREETING OF HER SON KIRBY, 3. HER MILKMAN HUSBAND IS ALREADY AT WORK

THE 80-HOUR WEEK

For Gloria Tweten, the housewife's lot is a hard, harassing but happy one

"I don't ever wish I was something else, like a circus acrobat," says Gloria Tweten of Seattle, "but there are times when I just wish I was away on a long trip." Such times come in the early morning (*above*) when, jostled into wakefulness by her hungry eldest son, she starts another long, arduous day as one of the 34 million American housewives, the largest, hardest-working, least-paid occupational group in the country.

Gloria lives in a pleasant two-bedroom house in northeast Seattle with her husband Del (for Delmer) and their sons Kirby, 3, Frank, 20 months, and Timothy III, 6 months. In spite of her automatic washer,

drier, vacuum cleaner and other time-saving devices, she finds that she must still work at least 80 hard, confining hours each week. With three preschool-age children to contend with, Gloria often finds her days a continuous series of major and minor trials that leave her virtually no time she can really call her own.

Although she labors even longer than the average housewife, Gloria has surprisingly few real complaints. "I'm lucky because Del is sympathetic and understanding," she says. "Some husbands are clucks—they seem to think their wives just sit around polishing their nails all day."

'I don't plan my work, really. I just plunge in

"Let's see," Gloria says, trying to account for her day. "I have to wash, dry, clean, dust, cook, iron, bathe the boys, pick up after them, worry about the budget, sew, shop. I don't plan my work, really. I just plunge in and do anything I can."

Accomplishing anything can become a monumental and exasperating

task. Gloria's days, like those of her children, are filled with moments of great emotion. Sometimes the antics of her rambunctious crew briefly overwhelm her ("It's not so bad on nice days when the kids can be outside, but when it rains and they have to stay in the house, oh boy!"). Then there are likely to be outbursts of temper, but these are quickly



CHANGING DIAPERS on Frank early in the morning, Gloria gets started on a long day. As she works, Kirby unlawfully plays with some of his father's neckties. All three boys share this room and keep it untidy despite Gloria's best efforts.

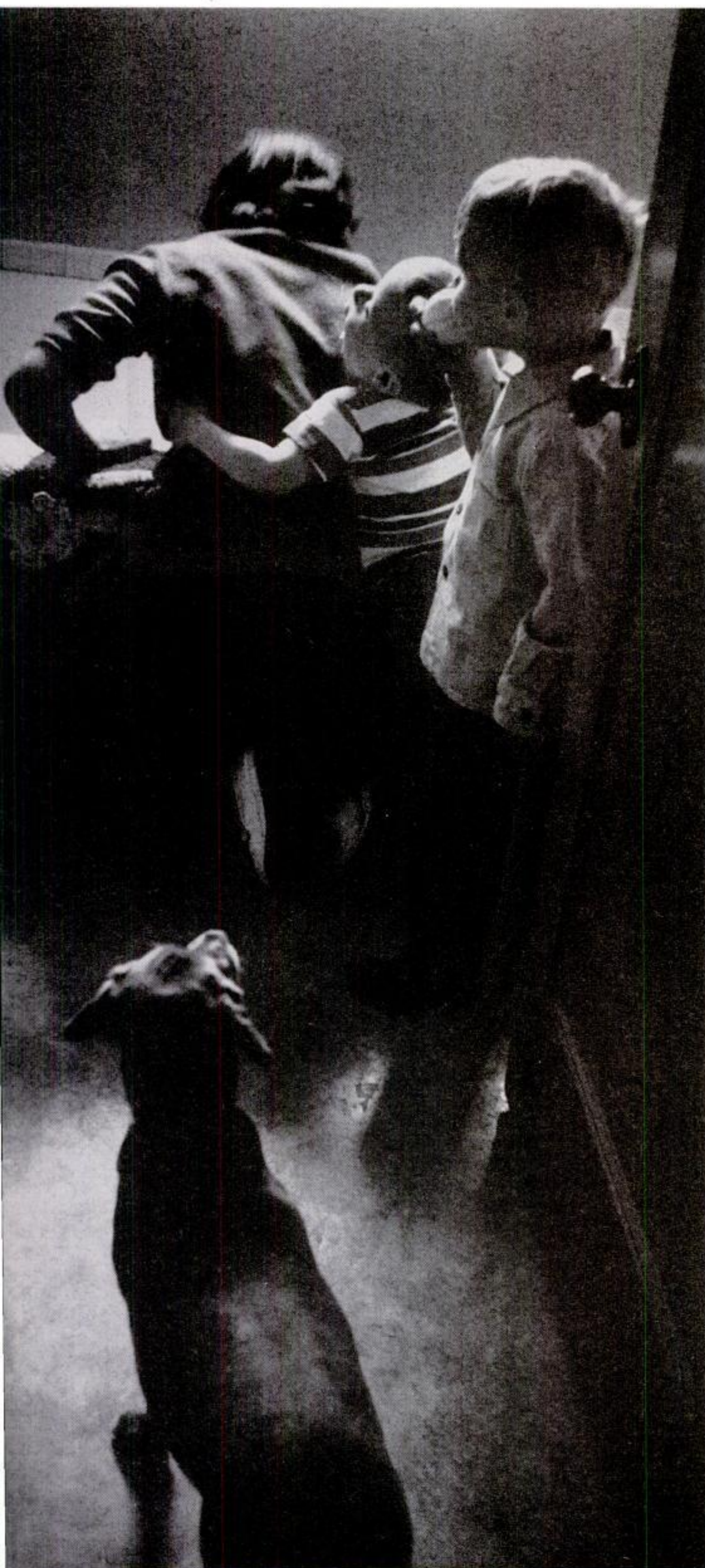


CLEANER CONFLICT disrupts the morning's work as Frank, who likes to play with the vacuum, screams to operate it while Gloria tries to get the job finished. Kirby sprawls over a hassock in the foreground, refusing to go play outside.

and do anything I can'

redeemed by humor and forgiveness and interludes of comparative peace.

Once, in a moment of daydreaming, her husband Del made an idle remark. "Wouldn't it be nice to have a million dollars?" he asked. "What would we do with it?" Gloria wanted to know. "We could get a maid," said Del. "Oh, fine," snorted Gloria. "Then what would I do all day?"



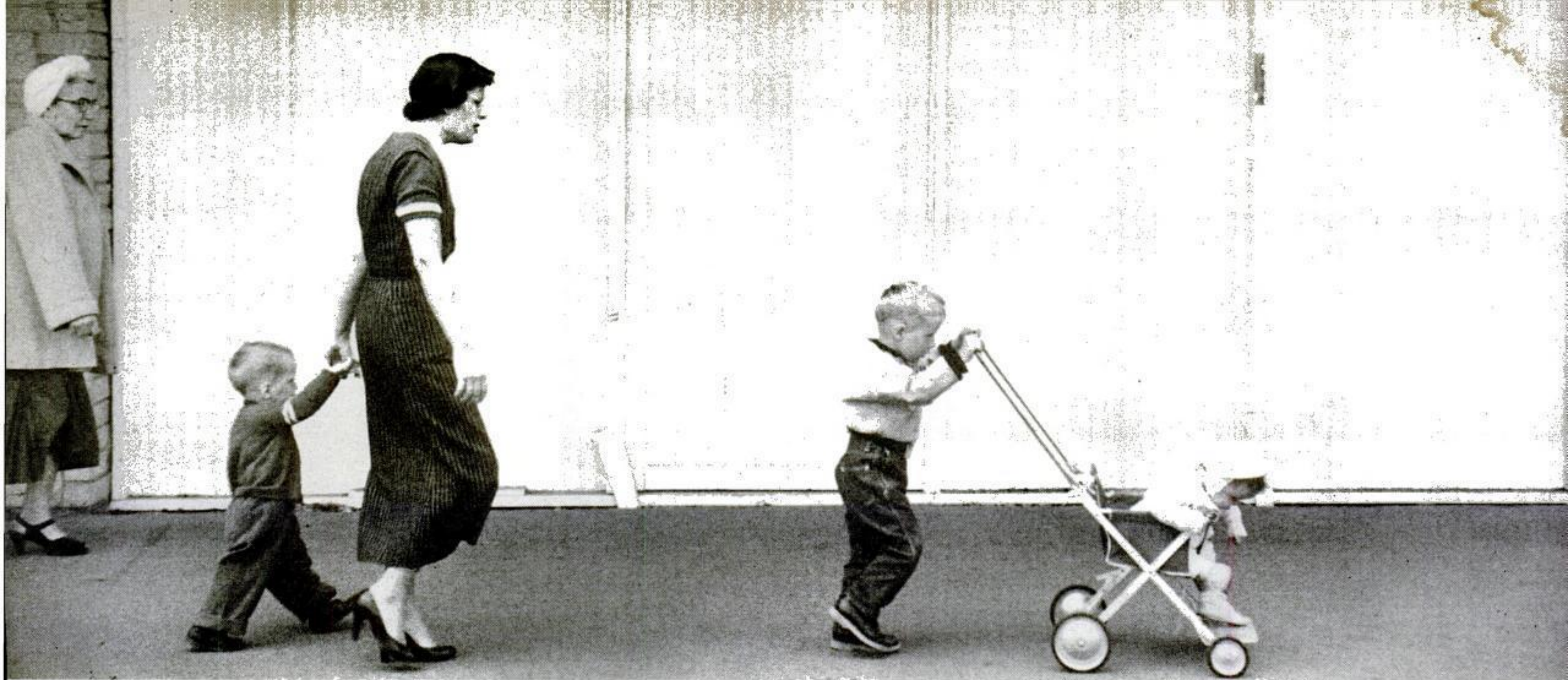
TUB TROUBLES distract Gloria while she tries to get the bathroom cleaned. Frank, holding on for dear life, yowls for attention. Kirby, who was supposed to be out playing in the yard, munches on an orange and dog monitors the scene.



FEEDING AND PHONING, Gloria tries to chat with her sister while persuading reluctant Frank to eat his lunch. Behind her, Kirby, stripped for a nap, grabs for the phone to say hello. "They're just boys, I guess," Gloria notes wearily.



TOILET TRAINING for Frank is Gloria's current headache. She had made one previous effort, then gave up in despair. Frank still resents the whole process and cries loudly. Kirby, long out of the diaper stage, acts mockingly superior.



MARCHING TO MARKET, Kirby pushes Timothy in the stroller, and Gloria, leading Frank by the hand, urges the procession onward. "When I go marketing with the kids on Friday," Gloria observes, "it's a three-ring circus." Gloria, who

drives the family car only for the weekly shopping trip, is rusty at the wheel. With the kids on her mind, she had just grazed a fender while parking. "You scratched the car," Kirby said. "I did not," Gloria replied indignantly. "The fence did it."



LURED BY PUDDLE, Kirby leaves the others and splashes pleasurably across it (*above*). Gloria sternly retrieves and steers him back to the group. "I guess it won't matter if your shoes shrink," she said resignedly. "Frank can wear them."

TEMPTED BY BERRIES, Kirby leans precariously from the shopping cart to reach for a basket while Gloria (*right, background*) shops for vegetables. At the checkout counter she often finds strange items the boys have put in cart.

'When I go marketing





TEMPER TANTRUM by Frank embarrasses Gloria in the Bon Marché where she was trying to buy socks for the boys. She finally lost her temper and spanked him. Gloria and Del each insist the other is not stern enough with the children.



TANTALIZING MACHINE attracts Kirby, who is about to ring up a sale when Gloria whirls around, spies him and shouts, "Get your hands off that!" She tries, with little success, to keep all three boys in or on the cart and out of mischief.

with the kids on Friday it's a three-ring circus'



'If it's quiet



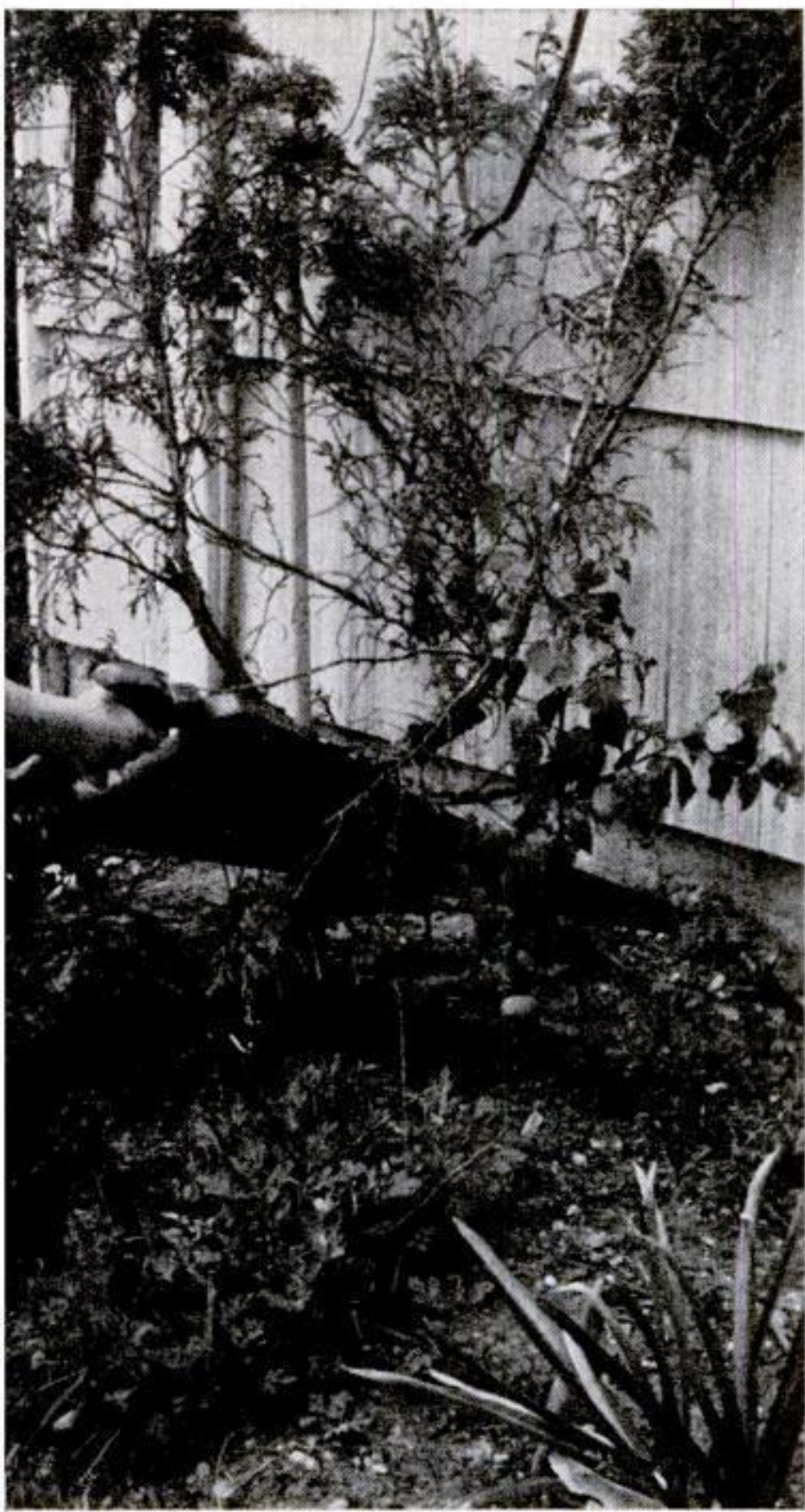
PRUNING SHRUB while he is supposedly at play in the backyard, Frank, having found one of his father's saws, hacks at a scraggly evergreen. Such



FALLEN PIE, spilled on the floor by Frank, gets a sorrowful inspection from Kirby, who decided it was beyond saving and called for the dog to eat it.

← **BRIEF PAUSE** for coffee and cigaret gives Gloria a midmorning lift. A neighbor's child romps noisily around her, and Frank is suspiciously quiet in back.

I know something is wrong—and boy I'm right'



acts make Gloria despair of having a decent garden until the boys are older. "If it's quiet," Gloria says, "I know something is wrong—and boy I'm right."



CONTESTED TRUCK, a joint present, embroils Frank and Kirby in a fight, which Kirby, who is bigger, wins. They fight often, make up quickly.

NEW HAIRDO, acquired by Gloria on rare afternoon away from boys, delights her but she later worried what Del would think. He didn't notice it. →





ZIP-UP FOR GLORIA, performed by Del with Frank wedged on his lap and Kirby supervising, helps the family get ready for a picnic at a nearby lake. Del had come home from work early and the picnic was a spur-of-the-moment idea.



TICKLE FOR TIMOTHY keeps him burbling contentedly atop an air mattress during the picnic at a park beside Lake Washington. The Twetens joined Gloria's sister Ruby and her family for a feast of roasted corn on the cob and hot dogs.

'Honest . . . I wouldn't

Weekends and nights when Del Tweten is home, things let up a little for Gloria. Del plays with the boys and likes to read to them. But when Gloria gives him his choice of washing the dishes or putting the kids to bed, he usually elects to do dishes.

Del, a driver-salesman for the Carnation Milk Company, earns just over \$5,000 a year. He and Gloria, both 25, were high school sweethearts and have been married for five years. Out of his paychecks he now takes only what he needs for lunch and incidentals, and lets Gloria handle the

SPLASHING THROUGH LAKE WASHINGTON AT THE PICNIC, DEL AND GLORIA



change it for anything'

family finances. "It's one thing more to do," she says cheerfully, "but it's a liberal education." They own their present house and are looking for a larger one. ("I want a kitchen big enough to eat in. Oh, am I tired of every meal in the dining room.")

Nearly all their activities center around the family, and there are many picnics and parties. But at the merriest of them, the demands and worries of parenthood are close at hand. "There are some bad times," says Gloria, "but otherwise it's fine. Honest . . . I wouldn't change it for anything."

HOLD CONTENTEDLY TO EACH OTHER DURING A WATERY ROMP WITH KIRBY



EVENING AT HOME is the pleasantest time of the day for Gloria, who always carefully dresses up for supper. Supper over, Del, with Kirby's eager help, is building a Tinkertoy structure while Gloria plays with Timothy on the couch.



CHILD'S PLAY turns Del into a bucking bronco who sends Frank flying through the air while Kirby waits his turn. Del, an ardent baseball fan, also tries to interest the boys in backyard practice and hopes that they'll be good players.



QUICK KISS comforts Del after he cut his foot on some broken glass in the backyard. Hunting for iodine, he insisted, "I don't want any sympathy." When Gloria kissed him anyway, he said, "Okay, babe, now I'll cut the other foot."



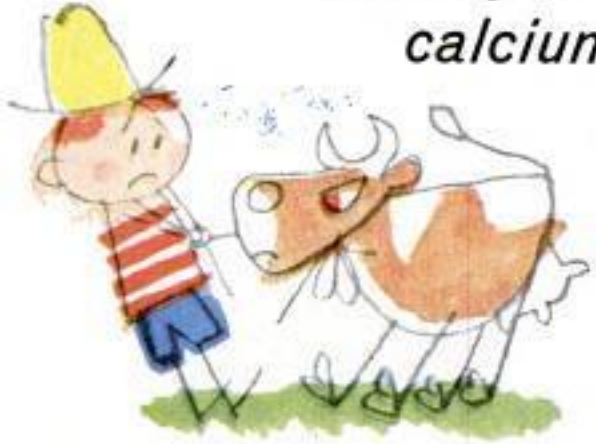
LULLING HER SON TO SLEEP at the end of their long day, Gloria holds Kirby in her arms and gently reminds him what a tired little boy he is. Scarcely

half awake, he was still resisting bedtime. Then in a minute he had fallen asleep and Gloria said, "How sweet they can be. You forget they're not always angels."

Never before a Chocolate Drink Discovery like new Carnation!

No Need to Add Milk!

*Already in it—all the protein,
calcium and B-vitamins
of fresh
whole milk!*



No Need to Add Fortifiers!

*Already in it—
extra sunshine
vitamin D,
vitamins B₁, B₂
and iron!*



**Complete!
Instant!**

Delicious hot or cold!

Flavor Children Love!

Nourishment children need—in

*New Carnation **Magic Crystals***

Just add water—bursts into

chocolate-creamy goodness!

HERE'S ALL YOU DO! Simply add these
wonderful new Carnation Instant Magic Crystals
to water, hot or cold; stir lightly. Dissolves instantly,
even in ice-cold water! No beating, no shaking!
Ready to drink—instantly!

P. S. May be mixed with milk for double nutrition!

**NO EXTRAS TO BUY—SAVES YOUR
REGULAR MILK SUPPLY!**





THE MAGNI-LENS CAMERA puts you right up close to new High Puff Corn Kix. Here you see how each tiny particle of sun-ripened corn has been puffed wide open.

This allows the gentle toasting heat that follows to give it a crispy, golden, full-flavored goodness through and through. But don't just look. Get some!

Get close-up to
New **HIGH PUFF CORN KIX**
See that crispy tender puff!
Taste that good corn flavor!



Betty Crocker of General Mills says—

"High Puff Corn Kix is a ready-to-eat cereal that's every bit as nutritious as if it were served hot."



STRUMMIN' UP A BANJO BOOM

The discarded instrument plinks and plunks its way back to favor

An old professional banjo player explained the tremendous revival of interest in his kind of music. "It lifts the people up when I'm up there playing," he said. "They go for that snap, sparkle and jump." For the first time since their instrument passed out of favor 25 years ago, banjoists have more work and pupils than they can handle. Perry Bechtel (*below*), who calls himself "The Man with a Thousand Fingers," was dazzling Atlanta with his dexterity. Eddie Peabody, the instrument's most famous living player, was plinking and plunking his way across the country. Manufacturers were way behind on their orders and pawnshops were stripped of their dusty stock of instruments as the U.S. strummed up its boom on the ol' banjo.



RECORDS LEAD REVIVAL

The banjo came to the U.S. from Africa with the first Negro slaves. It was brought into national prominence by the big minstrel shows and at the beginning of the jazz era was used in the Dixieland bands. But in the early '30s when gentle love ballads were favored over the hard rhythm tunes, the banjo faded away, replaced by softer guitars. The recent records *Man with the Banjo* and *Hey, Mr. Banjo* proved such huge hits that scores of banjo-based ditties followed. These, in turn, encouraged thousands of shy banjoists to tune up and start playing.



RECORDING STAR, Banjoist Somethin' Smith is accompanied on TV show by Saul Striks and Major Short as he sings and strums *It's a Sin to Tell a Lie*.



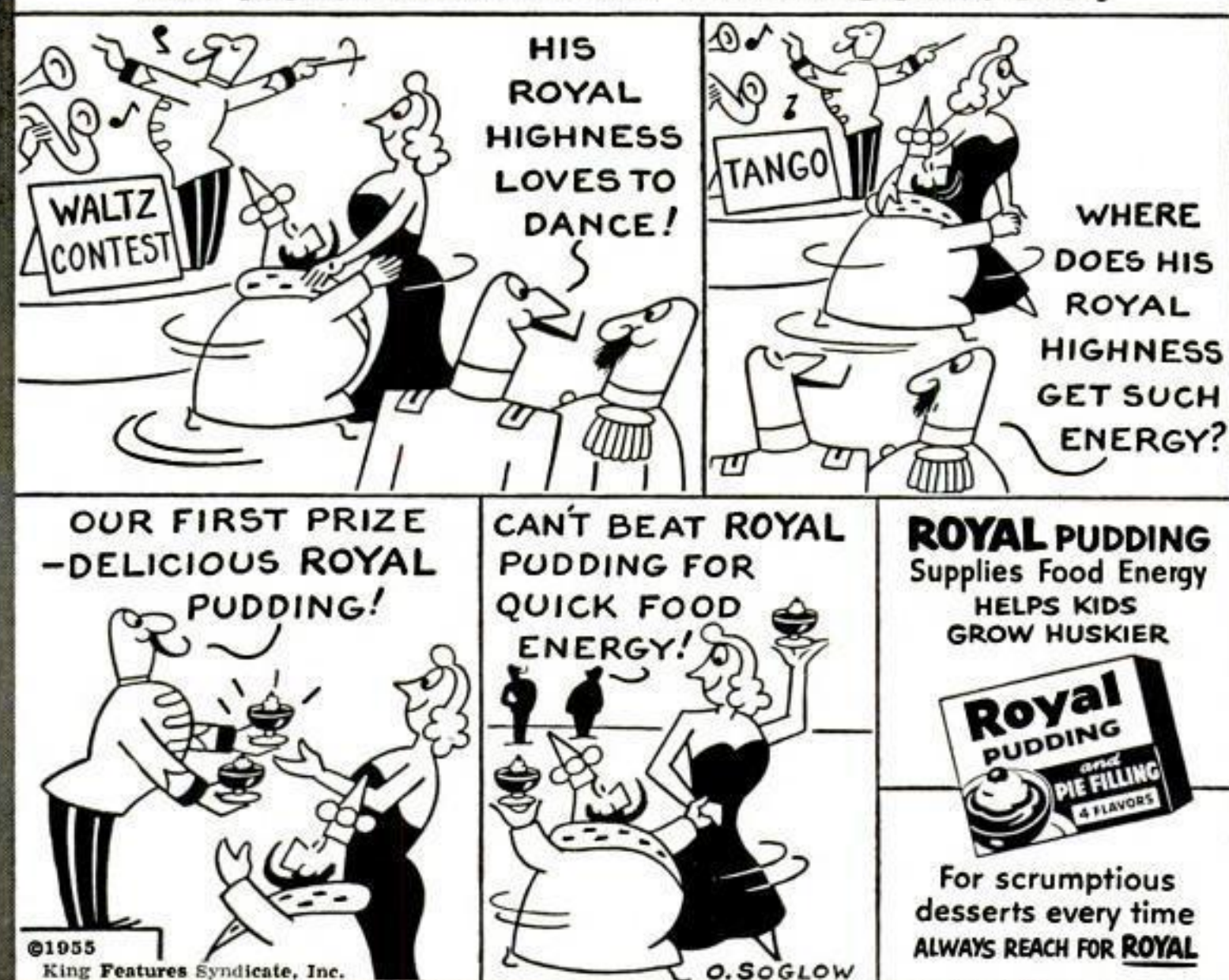
AMATEUR DUET is performed on sandy Fire Island, N.Y. beach by Bob De Vito and Marvin Bader who are just learning to play on pair of borrowed banjos.



BANJO BANDMASTER in Wethersfield, Conn., Walter Kaye Bauer leads a 45-piece group dominated by 27 banjos in arrangements of Sousa marches.

CONTINUED

HIS "ROYAL HIGHNESS" STEPS OUT A BIT!



SANFORIZED N&W®

**MATCHED
SHIRTS AND
PANTS**



WITH
GRIPPER
SNAP
FASTENERS

You'll always find the features that add to appearance, comfort and long wear when you wear N&W Work Clothes. For example, in the matched shirts and pants shown here, you'll find:

- All popular colors
- Dress style shirt collars
- Smooth waist and hip fit
- Tunnel belt loops
- Top quality fabrics, vat-dyed, Sanforized and mercerized
- Your preference of gripper or button shirts



N & W INDUSTRIES, Inc.
PLANTS IN: LYNCHBURG AND ROCKY MOUNT,
VA.; JACKSON AND MAGEE, MISS.

HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact...instantly relieves the itching!

Why endure agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief...restores wonderful comfort to sore, burning skin and peeling toes.

Laboratory tests also prove that TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection. Aids healing of raw, cracked toes amazingly fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on. Dries quickly to powder that clings, thus continues relief for hours. Buy TING today. Guaranteed results. Money back if not satisfied. At all druggists. Only 69¢.



for the softest, smoothest skin in the world... a
daily **LINIT** bath!

MRS. HERB SHRINER says, "My doctor recommended a daily **LINIT** bath to keep the twins' delicate skin soft, smooth and free from irritation."



Mrs. Herb Shriner, wife of the famous stage, screen and TV star, with twin sons Kin and Wil.

IT'S a happy, happy day for your baby when you discover Linit for the bath. Because a Linit bath soothes and protects delicate skin as nothing else can.

The reason is simple: As you know, diapers, clothes, everything that touches your baby's tender skin—the air, even the very water in which you bathe him—can be a source of irritation.

Linit guards sensitive skin!

A small amount of Linit, starch from corn, makes bath water feel soft and cooling...leaves a smooth, invisible film that absorbs excessive moisture and actually guards the skin. Remember, too, a Linit bath not only protects baby from prickly heat, diaper rash and other annoying skin irritations, but helps to relieve these conditions once they develop.

Preferred by mothers everywhere!

Next time you bathe your baby, give him a *Linit bath*. You'll see his skin become fresher, softer—and ever so much smoother. Be sure to put Linit Starch on your shopping list today!

here's all you do!

Swish approximately half a cup of **LINIT STARCH** into your baby's bath. See how smoothly, quickly it dissolves. Bathe baby as usual. Then pat dry with a soft towel to leave a sheer veil of protecting Linit on the skin.



Produced by
Corn Products Refining Co.

Chick Harbert

1954 P.G.A. Champion tells
The 'Ideal' way
to blast out
of a trap



"Keep your hands ahead of the club...hold the club face open, over the spot where you intend to enter the sand. Notice, too, that I always play the ball near my left heel."

"Swing almost upright. Club slightly outside line of play. (Don't copy my nervous habit...running my hands through hair before a shot, unless you use non-greasy Ideal.)"



"Club cuts across line, hits sand, forces ball out. Keep head down! (And since we're talking about ideal hair as well as ideal golf, keep hair neat with Ideal Hair Tonic!)"

"Many golfers just chop at this shot, stop it in the middle, and get a horrible result. So be sure to let that club head follow through all the way... just as on your drive."



Chick also has an 'Ideal' way to groom his hair!

You, too, will cheer this amazing new discovery that keeps hair neat without gooey oils and creams — that keeps hair and scalp cleaner, as well!

No wonder Chick Harbert says: "Fitch Ideal beats par for the course." Ideal keeps your hair perfectly groomed from morning to night. Its magic ingredient helps keep hair and scalp cleaner too! No gooey cream, no oil to trap dirt and clog pores. Its tingling tonic action also relieves itching, helps remove flaky dandruff. So do as many champions do. Get Fitch Ideal Hair Tonic at drug counters. And ask your Barber for a professional application.

FITCH
Ideal
HAIR TONIC



Banjo Boom CONTINUED



LOYAL OCTOGENARIAN "Aunt" Samantha Bumgarner, in the North Carolina hills 30 miles north of Asheville, has been playing banjo ever since she first learned 60 years ago on an instrument she bought for a dime. She has performed at the annual folk song festival in Asheville for the last 28 years.



RENEWED ENTHUSIAST Harry Leeding, city editor of the Oregon Journal in Portland, learned to play the banjo 25 years ago, recently brought out his old instrument and has started playing again. After working hours he and some reporters gather in the Harbor Bar and help Leeding read chord diagrams.

Look for these wonderful **MAZET®** and **LORETTE®** fashions (see opposite page)

Rhea 3-piece suit.....about \$40.00
Talbot sweater.....about \$11.00
Madison Skirt.....about \$15.00
Georgette Jrs. dress.....about \$25.00
Old Colony sweater.....about \$11.00
Davenshire shorts.....about \$ 8.00

At These Fine Stores:

MONTGOMERY FAIR.....Montgomery, Ala.
KORRUM'S.....Phoenix, Ariz.
BUFFUM'S.....Long Beach, Calif.
THE MAY COMPANY.....Los Angeles, Calif.
HALE'S.....Sacramento, Calif.
WALKER-SCOTT CO......San Diego, Calif.
THE MAY COMPANY.....Denver, Colo.
THE HECHT COMPANY.....Washington, D. C.
BURDINE'S FLORIDA.....Jacksonville, Fla.
COHEN BROS......Tampa, Fla.
O'FALK'S.....Atlanta, Ga.
REGENSTEIN'S.....Augusta, Ga.
J. B. WHITE AND CO......Chicago, Ill.
CARSON, PIRIE, SCOTT.....Indianapolis, Ind.
L. S. AYRES CO......Muncie, Ind.
BALL STORES.....South Bend, Ind.
ROBERTSON BROS......Baton Rouge, La.
GOUDCHAUX'S, INC......New Orleans, La.
D. H. HOLMES, LTD......Lewiston, Maine
B. PECK CO......Baltimore, Md.
HUTZLER BROS......Boston, Mass.
FILENE'S.....Springfield, Mass.
FORBES & WALLACE.....Detroit, Mich.
THE J. L. HUDSON COMPANY.....Grand Rapids, Mich.
WURZBURG'S.....Lansing, Mich.
J. W. KNAPP CO......Minneapolis, Minn.
THE SHUNEMAN COMPANY.....St. Paul, Minn.
MACY'S KANSAS CITY.....Kansas City, Mo.
FAMOUS-BARR CO......St. Louis, Mo.
J. L. BRANDEIS & SONS.....Omaha, Nebr.
W. M. WHITNEY CO......Albany, N. Y.
WM. HENGERER CO......Buffalo, N. Y.
MACY'S, NEW YORK.....New York, N. Y.
SIBLEY, LINDSEY, & CURR.....Rochester, N. Y.
DEY BROTHERS.....Syracuse, N. Y.
M. O'NEILL CO......Akron, Ohio
SHARK'S.....Cincinnati, Ohio
SHILLITO'S.....Cincinnati, Ohio
HALL BROTHERS.....Cleveland, Ohio
F. & R. LAZARUS CO......Columbus, Ohio
ELDER & JOHNSTON.....Dayton, Ohio
LASALLE & KOCH.....Toledo, Ohio
VANDEVER'S.....Tulsa, Okla.
HESS BROS......Allentown, Pa.
GIMBEL BROS......Philadelphia, Pa.
KAUFMANN'S.....Pittsburgh, Pa.
POMEROY'S.....Reading, Pa.
THE OUTLET COMPANY.....Providence, R. I.
AUG. W. SMITH CO......Spartanburg, S. C.
LOVEMAN'S.....Chattanooga, Tenn.
MILLER'S.....Knoxville, Tenn.
THE JOHN GERBER COMPANY.....Memphis, Tenn.
CASTNER KNOTT D. G. CO......Nashville, Tenn.
E. M. SCARBOROUGH & SONS.....Austin, Texas
A. HARRIS & CO......Dallas, Texas
POPULAR DRY GOODS CO......El Paso, Texas
STRIPLING'S.....Fort Worth, Texas
FOLEY'S.....Houston, Texas
FROST BROS......San Antonio, Texas
Z. C. M. I......Salt Lake City, Utah
FREDERICK & NELSON.....Seattle, Wash.
THE CRESCENT STORE.....Spokane, Wash.
GIMBEL BROTHERS.....Milwaukee, Wisc.

QUICK RELIEF
TUMS 10¢ A ROLL
FOR ACID INDIGESTION
GUARANTEED TO CONTAIN NO SODA
Hot, Tired, Tender, Perspiring FEET?

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.



Dr. Scholl's FOOT POWDER

Get the **BEST** For **LESS**...
200 Tablets 79¢
100 Tablets 49¢
12 Tablets 10¢
St. Joseph ASPIRIN
A PLOUGH PRODUCT



*DuPont's Acrylic Fiber

4 SMART GIRLS CHOOSE EXCITING FALL FASHIONS of MAZET® and LORETTE®... so easy to care for

THEY'RE SMART in choosing sweaters of Mazet® yarn of 100% Orlon® by Milliken, for they're washable; feel soft as cashmere; never need blocking; always hold their shape; are yours in the *most beautiful* colors. They're smart in choosing dresses, suits, skirts and Bermuda shorts of Lorette®, 55% Orlon®,

45% wool by Milliken, because these fashions need so little care; stay in shape through constant wear; rarely need pressing because wrinkles hang out; stay young-looking longer! Lorette also is available by the yard in fine stores everywhere.

Left to right: Rhea 3-piece suit; Talbott sweater,

Madison skirt; Georgette Juniors dress; Old Colony sweater, Davenshire shorts.

by *Milliken*

MILLIKEN WOOLENS, INC., 1407 BROADWAY, NEW YORK 18, N. Y. • SEE COLUMN OPPOSITE FOR THE STORE NEAREST YOU FEATURING MAZET® AND LORETTE®.



Now American Can introduces the can that makes soft drinks the most enjoyable ever...

new



Now you and your family can buy soft drinks in cans—and know they'll be the most *perfectly* delicious treat ever.

For the wonderful new MiraCan,* developed by American Can Company, is not a juice can—or a tomato can—or a beer can—that has been put to added use. It is a *new can, designed specifically* for carbonated beverages.

That is why it offers you—for the first time—*complete* soft drink satisfaction.

The first can with all these enjoyment features:

Purely delicious flavor—New MiraCan has a double golden lining that keeps your soft drinks pure and fresh-tasting. And the flavor can never be affected by light.

Sparkle that's sealed in—MiraCan has an exclusive side seam with 9 pairs of

interlocking metal "fingers" that keep the bubbly fizz sealed tight inside until *you* open the can.

Quick-chilling—MiraCans cool so wonderfully fast in your refrigerator or in your picnic cooler. (You don't have to wait so long to enjoy that first refreshing sip!)

Easy drink-or-pour opening—Quick pressure with a regular triangular opener makes a smooth V-shaped hole. The point of the "V" lets air in as liquid comes out. Even children can drink or pour from MiraCans—without gurgling or spilling.

And, of course, you don't even have to *think* about breakage when you get your soft drinks in MiraCans.

A miracle of convenience!

Besides bringing you soft drinks that taste so good—and are such fun to serve—

MiraCans are great work- and space-savers for you, too.

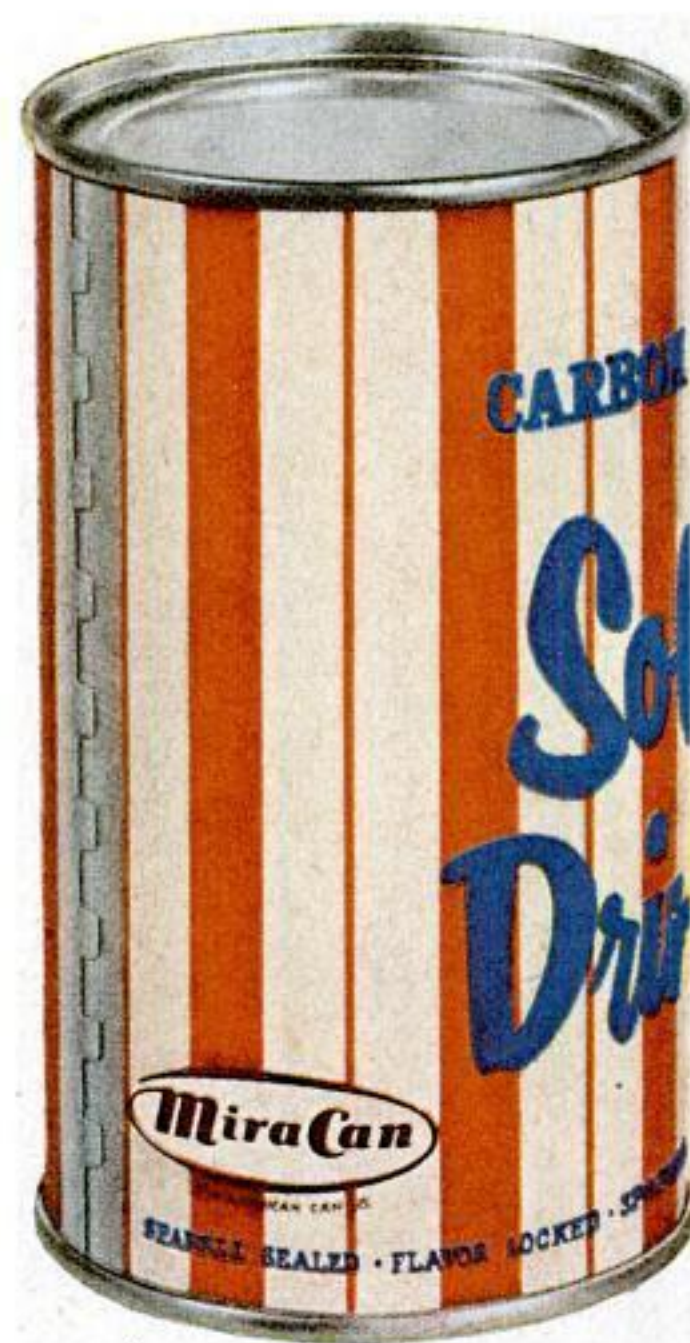
Lighter to carry—MiraCans weigh ever so much less than bottles holding the same amount.

Easy to stack—Because they have level tops, MiraCans can be piled one on another . . . take less room in your refrigerator or wherever you keep soft drinks.

No deposits, no returns—Once you've used MiraCans, simply toss 'em in the wastebasket. No empties to store around the kitchen—and lug back to the grocer's.

Isn't it time *you* discovered soft drinks in cans . . . new MiraCans?

You'll find more and more of the best-known brands at your favorite store in this new American Can Company container that makes canned soft drinks a real pleasure for you and your family.



Always look for the name MiraCan! It is your guarantee that your soft drink is protected by the newest—and finest—of containers, developed specifically by American Can Company to bring you carbonated beverages at their best.

American Can Company



If it comes in a MiraCan, it comes to you at its best

Look for your favorite brand—in **MiraCan**—Bev-Rich, Bubble-Up, Canfield's, Can-a-Pop, Clicquot Club, Cott, Dad's, Diet-Rite, Donald Duck, Dr. Pepper, Faygo, Get Up, Golden Age, Graf's, Hires, IGA, Mason's, Mission, Nehi, Pabst, Par-T-Pak, Royal Crown, Shasta, Tap-A-Cola, Up-Town, Upper 10, Vernor's, Welchade.

*T.M. American Can Company, N. Y., N. Y.



INTRODUCING
AMERICA'S MOST SUMPTUOUS
THE HOTEL

Beverly Hilton

Synonymous with the gracious living of Beverly Hills, the magnificent new Beverly Hilton is the most recent member of the famous Hilton family of distinguished hotels. Ideally located at Wilshire and Santa Monica Boulevards, the hotel is of California contemporary style and has 450 air-conditioned rooms many with private balconies. Among the glamorous attractions are spacious landscaped grounds, sunken swimming pool, cabanas, shops and parking for 1000 cars. In keeping with friendly Hilton Hospitality, guests at this new hotel will enjoy the finest service, unexcelled food and the foremost in entertainment. The four restaurants and five cocktail lounges including L'Escoffier, The Bali Room and The Star On The Roof are each decorated in smart, distinctive decor.



CONRAD N. HILTON, PRESIDENT
EXECUTIVE OFFICES • THE CONRAD HILTON • CHICAGO 5, ILLINOIS

The British Show a New Snap

U.S. BUYS FALL'S SLEEK STYLES

Best known in the U.S. for sturdy tweed suits and ball gowns designed for curtsying, Britain is coming across this fall with some slicked-up stitching. A group of U.S. fashion leaders, detouring to London on their regular trek to Paris, were pleasantly startled at the new styles shown by London's wholesale manufacturers who sell their clothes "off the peg" (ready-made) at extremely reasonable prices. Without losing any of their traditional workmanship, these highly wearable British clothes have added splashy colors, textured woolens, clinging jerseys and lightweight tweeds. They are made into daringly form-fitting dresses or elegantly handsome coats and suits. Enthusiastic word of London's fashion renaissance was traveling fast among buyers still in Europe and in a few weeks the first clothes would be in the U.S. to speak for themselves.



TIGHTLY FITTED DRESS made of flecked lightweight tweed has scoop neck and a beltless middle. Made by Starke of London, it will cost \$40 at Gimbels.

BULKY TWEED ENSEMBLE from Dorville consists of snug dress and coat (Gimbels, \$180). It is worn outside house where Painter-Poet Rossetti lived.

CONTINUED





LONG FITTED TORSO and gathered skirt make up a red wool jersey dress from Horrockses (B. Altman & Co., \$50). This is the Thames embankment with Houses of Parliament visible in background.

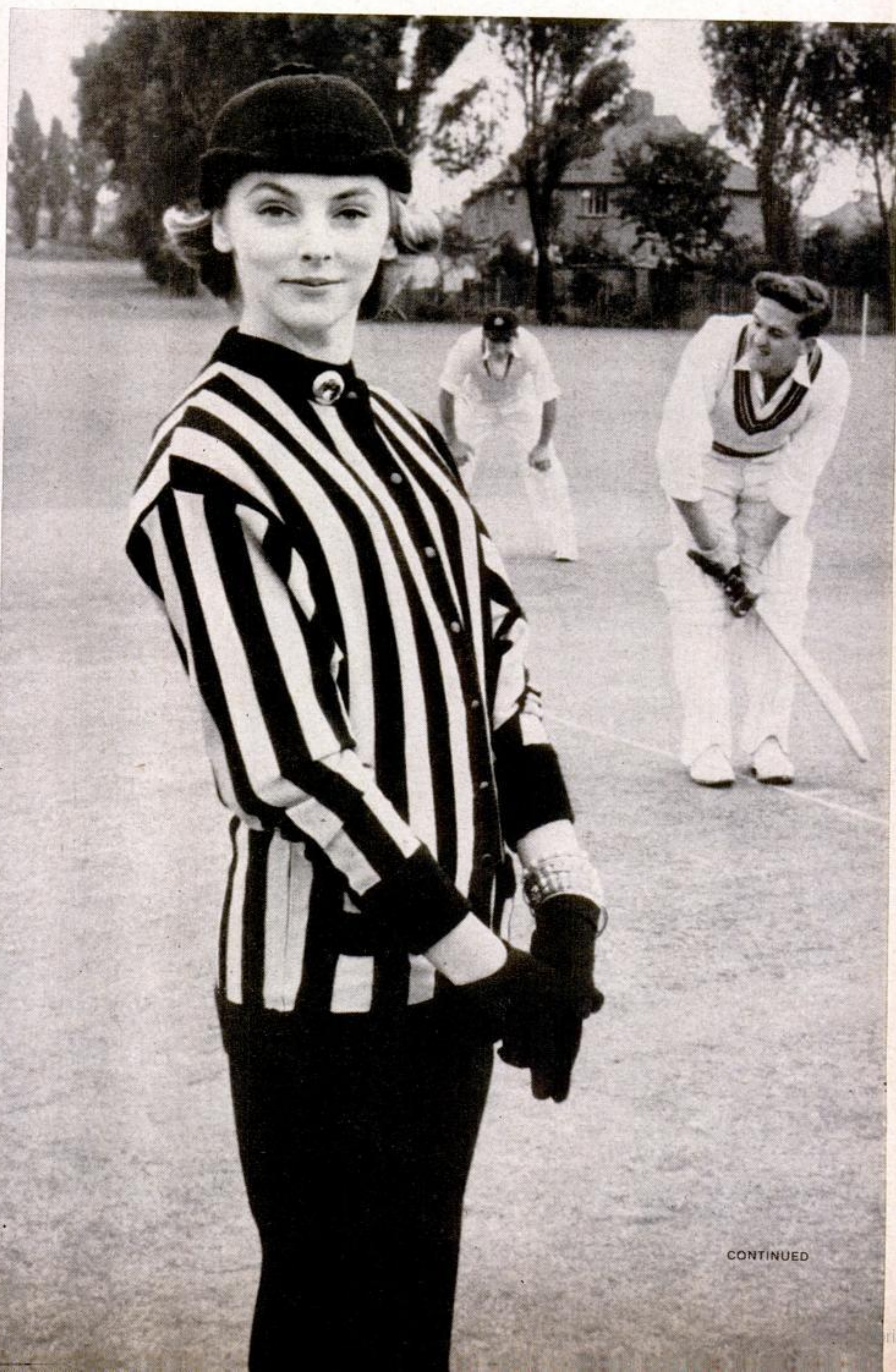


BRITISH TAILORING is shown off in Matita's neat little suit of Yorkshire worsted in shepherd check which has velvet collar and inset waistcoat (Filene's, \$100). This is in the Burlington Arcade.



FLECKED TWEED is used for Starke of London's two-piece dress with loose overblouse and knit sleeves (Gimbels, \$40) worn with knit cap. Striding figure is doorman of Connaught Hotel.

BRASH STRIPES of black and shocking pink brighten a classic knit blazer from Dorville Boutique (Filene's, \$18) worn with a knit derby. The scene is a cricket ground in Mottspur Park.



An insurance company is as good as the men who represent it (and vice versa!)



1 It's as simple as that. The policies a good insurance man sells must be skillfully designed—and constantly modernized—by the company he represents.

2 And, on the other side, well-written policies must be offered by insurance men who know where—and how—those policies will do the most good.

Your Travelers representative makes it
his business to know *your needs*—and

The Travelers makes it their business to
provide the policies to suit those needs.

YOU WILL BE
WELL SERVED BY

THE TRAVELERS



INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

*All forms of personal and business insurance
including • Life • Accident • Group •
Automobile • Casualty • Fire*

is there one
creme de menthe
that tastes better
than all the rest?

just taste

de kuyper
(pronounced de-KIPE-er)

**creme
de menthe**

AVAILABLE IN
GREEN OR WHITE
60 PROOF

tastes better because
it's carefully produced
in the U.S.A. from its
original old-world
formula by "The most
celebrated name in cordials
since 1695"



ALSO AVAILABLE:

CREME DE
CACAO
60 PROOF



BLACKBERRY
FLAVORED
BRANDY
70 PROOF

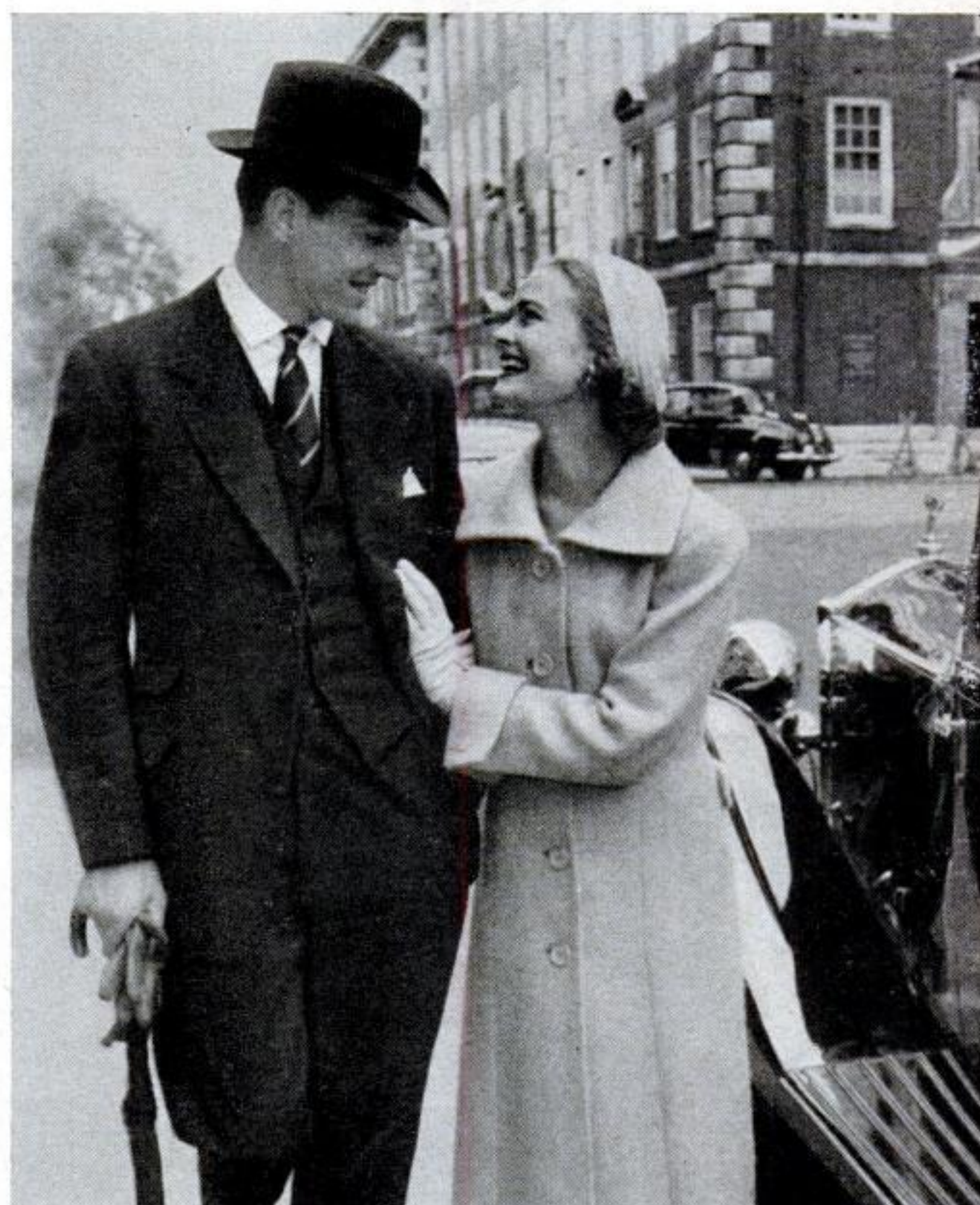
and 19 other delicious cordials
and fruit-flavored brandies

NATIONAL DISTILLERS PRODUCTS CORPORATION, NEW YORK, N. Y.

BRITISH SNAP CONTINUED

CLASS IN COATS, SUITS

In addition to the way they styled their dresses, the British showed in the class of their tweed coats and suits that they had come a long way from the shooting-stick school. Machine-made fabrics had a luxurious hand-woven look and master tailoring still showed where it counted most—in the set of the shoulders, in collars that lay trimly flat.



OATMEAL TWEED is used for Dorville's loosely fitted coat with flat collar and cuffs (Bloomingdale's, \$90) which is worn with matching jersey turban.



EXAGGERATED COLLAR and pockets appear on a coat made of Scottish tweed by Jacqmar (Filene's, \$125). Doorway is Cartier's on Bond Street.

CONTINUED



It's Making '55 Famous—For Fun!

*For sheer driving pleasure,
Chevrolet's stealing the thunder
from the high-priced cars.*

Let's be frank. Up to now, maybe there were reasons for wanting one of the higher-priced cars. If you desired something really special in the way of driving fun, you simply had to pay a premium to get it. Usually, a big one!

Not any more! The Motoramic Chevrolet is taking the play away from the high-priced cars with pure excitement on wheels!

Chevrolet's new "Turbo-Fire V8" puts a heaping hoodful of fun under your foot — 162 h.p.! (Special to adventure lovers: 180 h.p. "Super Turbo-Fire V8" is optional at extra cost.) You can also choose from the two highest powered 6's in the low-price field.

As for drives, just name it. Chevrolet offers new Overdrive, super-smooth Powerglide (extra-cost options) and a new and finer Synchro-Mesh transmission.

Find out how the Motoramic Chevrolet puts new fun in *your* driving life! All it takes is you, your favorite Chevrolet model, and a few miles of highway. Come in and get the key — and you'll want it for keeps!

Motoramic



See your Chevrolet dealer

G-E de luxe Speed-Cooking ranges... New! automatic unit...big double ovens

**NEW! Calrod® automatic cooking unit
makes everyday utensils automatic.**

The new G-E Liberator has even more cooking wonders than last year... including the new automatic surface unit that you "set and forget," until food is done.

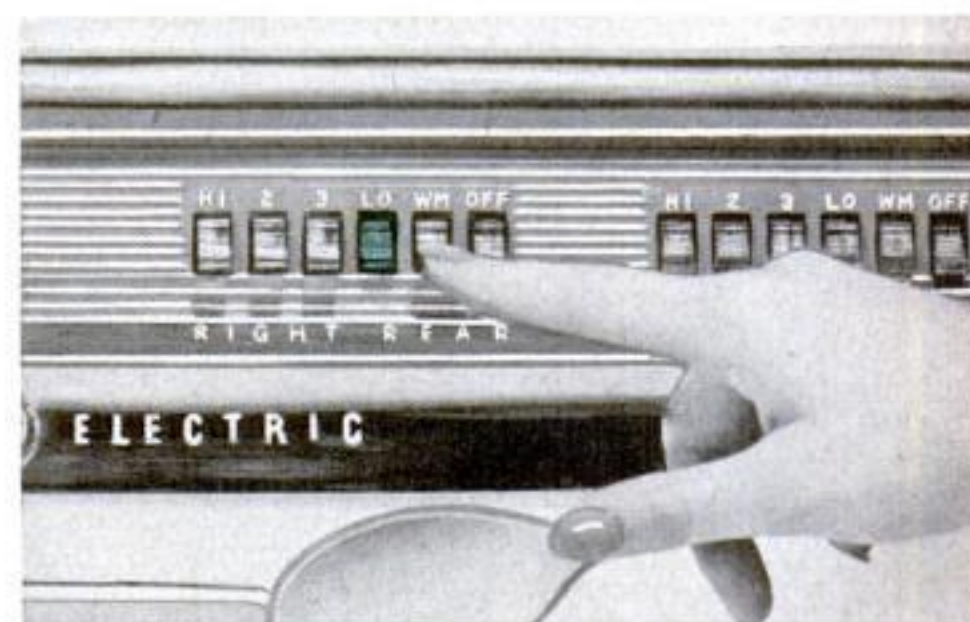
Set dial to any heat you want for frying, boiling, warming. Put food on to cook. The automatic unit comes on at full hi-heat—quickly brings food to cooking temperature, automatically holds it there without attention. At end of cooking time things will be done just right.



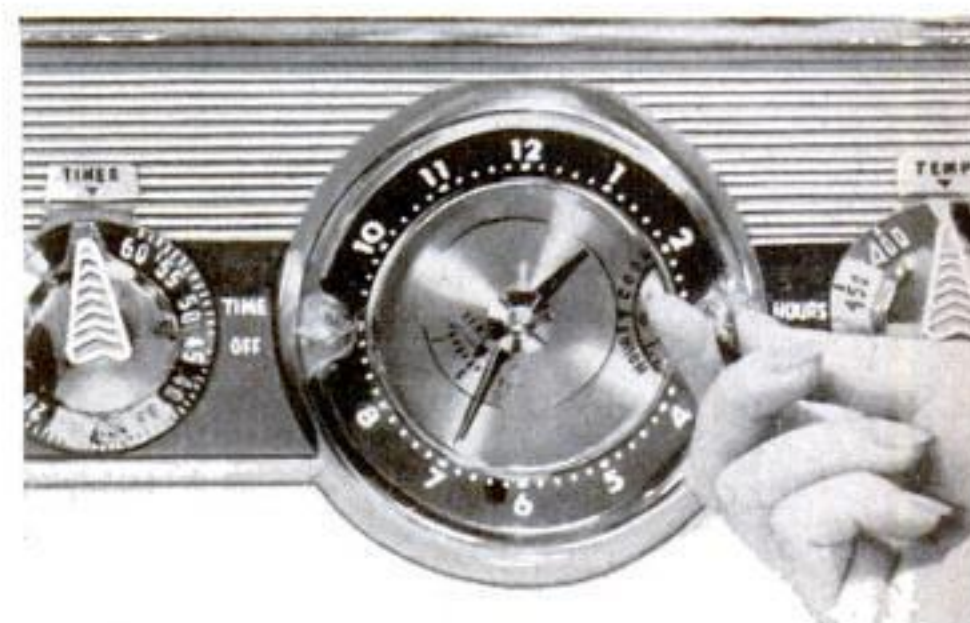
Master oven and 2-shelf companion have separate temperature controls... slide-out, clean-easy "Focused Heat" broilers: broil in one oven while you bake in the other.

New, smart starlight gray oven is easy to see into, easier to clean. Floodlighted.

Master oven holds meal for 24. New bake units heat fast, brown cakes, pies more evenly... fully enclosed Calrod units. No old-fashioned open coils.



Pushbuttons with Tel-A-Cook lights click on heats at a fingertip touch, even when your hands are full or wet. Colored lights show you from across the room which unit is on, at what exact heat.



New! Automatic oven timer. Easier than ever to use, looks after oven meals while you're away. Two simple clock settings and heat goes on, does cooking, goes off without attention. Minute timer for accurately mixing cakes, boiling eggs, etc.

EASY INSTALLATION: Your G-E dealer can make arrangements for 220-volt wiring, if you don't already have it. (Remember, this is the first step toward modern electrical living.) Both the cost of the range and any required wiring can be financed with only one low down payment and easy weekly terms.



IDEA! The Imperial

If you'd like 8 surface cooking units and 2 big, 21-inch master ovens, see the G-E Imperial; two complete ranges in one with so many de luxe features.

For G-E's finest de luxe styling and cooking performance... the Liberator. Now in G-E Mix-or-Match colors: satin white, canary yellow, turquoise green, petal pink, cadet blue, and woodtone brown. For a

single-oven de luxe range with these features, see the Stratoliner. Your G-E dealer is in the classified phone book. General Electric Co., Appliance Park, Louisville 1, Ky. **Be modern... cook electrically.**

Speed-Cooking ranges... so safe... so clean... so dependable.

GENERAL  **ELECTRIC**



PONGY TWEED is used by Spectator Sports for suit with leather tabs (Lord & Taylor, \$100) worn here in a bright red outdoor phone booth.



NEW MUM MIST PROTECTS EVEN THE 2 IN 5 WHO PERSPIRE FREELY

Here's deodorant protection you never thought possible!

New Mum Mist spray deodorant stops perspiration instantly and for hours. Contains miracle hexachlorophene to prevent odor all day long—even if you are one of the 2 in 5 who perspire freely.

No more messy running or dripping!

Mum Mist sprays on, stays on. It dries fast—won't run, won't drip. Completely safe for normal skin—doesn't damage delicate fabrics. For protection that's fast, protection that lasts—get new Mum Mist!

At all toiletries counters **59c**



BY THE MAKERS OF FAMOUS MUM CREAM DEODORANT

with hexachlorophene



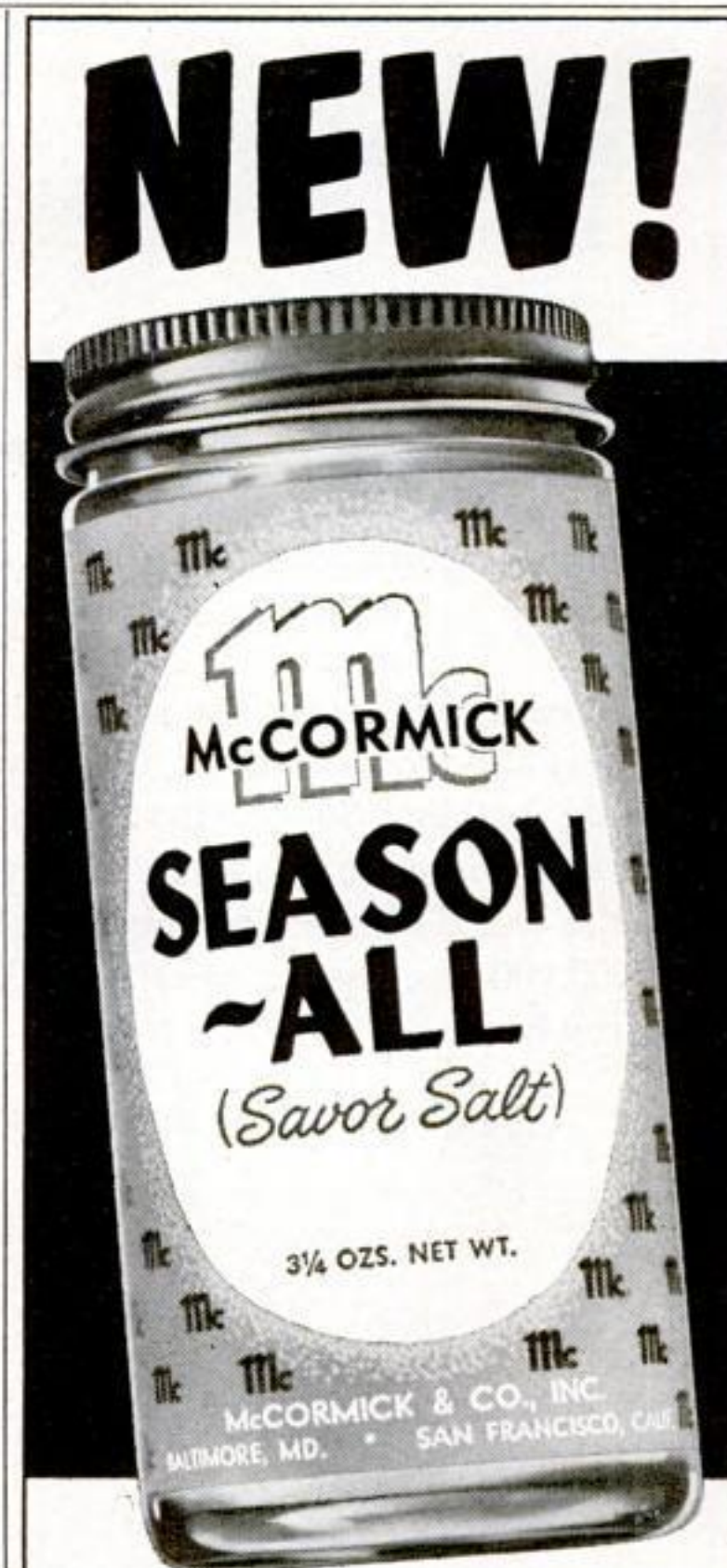
QUICK RELIEF for TIRED, SORE, ACHING MUSCLES

due to unusual exposure or over exercise... STANBACK reduces fever and relieves discomforts that accompany common colds.

Snap Back with



Guaranteed by Good Housekeeping



ADDS FLAVOR MAGIC to steaks, chops, fish, soups, salads, eggs, gravies, poultry. Another fine product of THE HOUSE OF McCORMICK



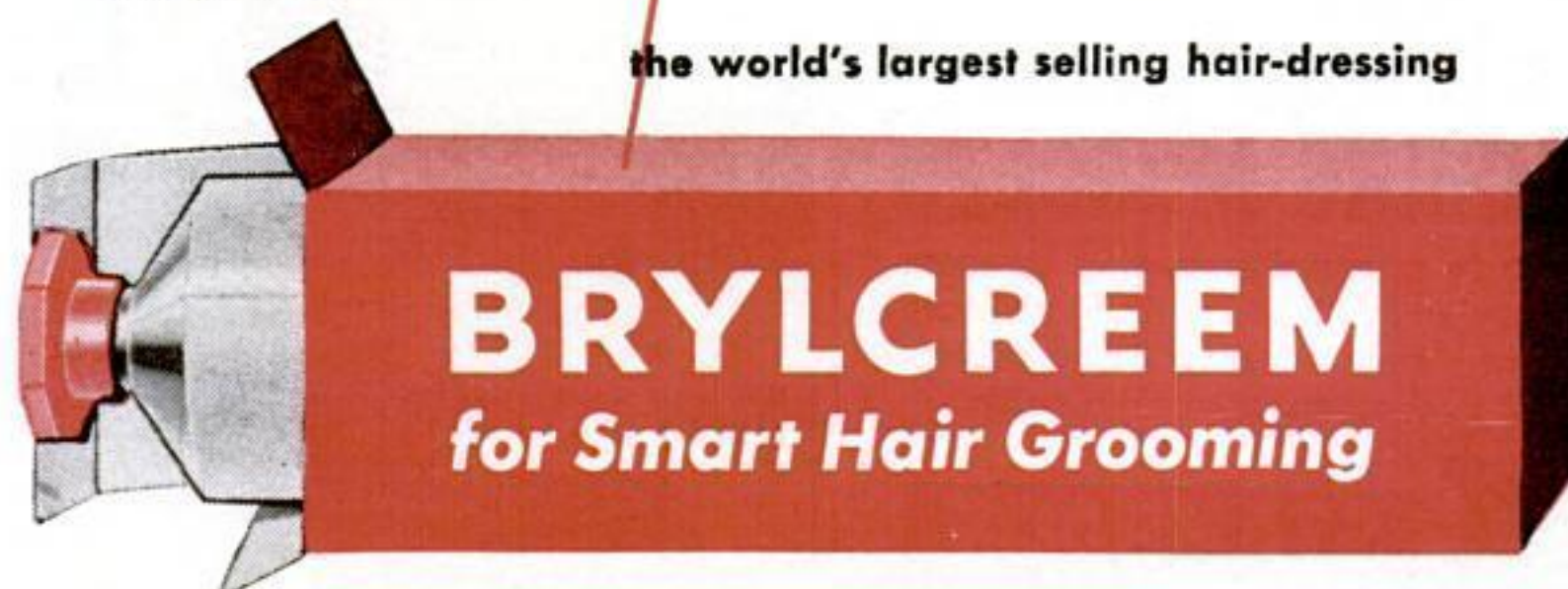
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy-Not Messy!



CROWDING A RUBBER RAFT, PHYLLIS COOK, BARRY WEEKES AND ELISE

HAPPY HOUSEFUL



HEADING FOR BEACH, weekenders lug a cooler full of beer. Some of the party tried to dig enough clams for a meal but had to buy some from a store.



SWINGING THEIR DATES in hammocks made of fish net, male guests help pay for their weekend. They also lend a hand with the dishes, shopping.

JOINING HANDS ON BEACH IN EVENING, COUPLES DANCE VIRGINIA REEL



KELLEHER RIDE CREST OF A BREAKER. BEACH IS ON OCEAN, 116 MILES FROM WASHINGTON



BOATING IN BAY, Fred Weekes and Sue Timberlake ride in from water skiing date. The skiers split the \$8-an-hour cost.

AT THE BEACH

Girls entertain a spillover crowd

Looking for a way to beat the malevolence of Washington's summer heat without going broke, 10 enterprising career girls chipped in \$150 apiece and rented a two-story house at Rehoboth Beach, Del. It is a big house with 21 beds, but every bed has been filled every weekend. The first floor was designated as a men's dormitory, and male guests who bring their own sheets are allowed to sleep there. A maid is paid \$10 to come in on a weekday and clean the house, but the girls take turns at cooking. Though 40 people sometimes show up for dinner on Saturday, which is the big day of swimming, dancing and feasting, there is never a shortage of food. "When I'm doing the cooking," explains one girl, "I just count the number of people I see around and add five."



DOWNSTAIRS OF THE BEACH HOUSE IS JAMMED FOR THE BIG SATURDAY NIGHT DINNER OF ROAST BEEF



AFTER YOU, ALPHONSE

To anyone familiar with the usual behavior of cats, mice and dogs toward each other, the predicament of this mouse might seem ticklish in the extreme. The fact is, however, the cat is not courteously waiting for the dog to help himself to a bite-size snack, nor vice versa, and the mouse is in no predicament at all. The three animals live in the household of a Danish workman named Lyng in the tiny Jutland town of Logstor. Lyng's children found the mouse ill in a forest, named it Kim and nursed it back to health. Their dog, Tosen, and Mitten, the cat, who adore each other, took a liking to Kim and treated it as their own pet. Now Kim shares Tosen's and Mitten's food and happily romps and cuddles with both in a friendship worthy of a tale by Denmark's Hans Christian Andersen.



this diamond

achieved popularity as one of the earliest single-face American playing cards.

this diamond

has achieved popularity throughout the world today. It identifies the gin that's dry...clear...the right proof (90 proof)...and the gin with the right taste—never harsh, ALWAYS smooth. ALWAYS look for the Gilbey's famous frosted bottle.

The world agrees on
"GILBEY'S
please"



GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

THE INTERNATIONAL GIN—distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil, Chile, Mexico.



Almost everyone appreciates the best

... and the extra-bright refreshment of ice-cold Coke is the perfect answer to thirst.



TASTE its extra-bright tang — so bracing, so distinctive, the liveliest sparkle of them all.

FEEL its extra-bright energy, a fresh little lift that comes through in seconds.

ENJOY its extra-bright *quality*—the unmatched goodness that tells you “there’s nothing like a Coke.”

For perfect refreshment, it’s always—ice-cold Coca-Cola, so pure and wholesome.

The Pause That Refreshes . . . Fifty Million Times a Day

“COKE” IS A REGISTERED TRADE-MARK

COPYRIGHT 1955, THE COCA-COLA COMPANY

Copyrighted material